

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. L.

NEW YORK, FEBRUARY 1, 1905.

NO. 5.

THE RIGHT WAY

to reach the buying public in

:: I N D I A N A ::

is through the

Star League Newspapers.

They are delivered every morning to

140,000 Homes and are read by over **700,000 People Daily**

on 1,078 rural routes (only 1,700 in the State) and in

1,100 CITIES AND TOWNS.

The Star League,

General Offices, **STAR BUILDING, INDIANAPOLIS.**

C. J. BILLSON, Manager Foreign Advertising,
Boyce Bldg., CHICAGO, - Tribune Bldg., NEW YORK.

THE MEDICAL BRIEF

with its world-wide circulation

IS THE BEST BY ANY TEST
TO REACH FAMILY DOCTORS

The Hypnalgine Manufacturing Co.

Incorporated

Pharmaceutical Chemists
Pittsburg, Pa. U. S. A.

LABORATORY,
ALLEGHENY, PA.

HYPNALGINE POWDER,
HYPNALGINE TABLETS,
HYPNALGINE AND CODEINE,
HYPNALGINE AND SALOL.

HYPNALGINE, CODEINE
AND ATRAPICINE;
HYPNALGINE AND CAFFEINE;
HYPNALGINE AND HEROIN;
PALL CARBAMINE PHOSPHATE.

Allegheny, Pa., Nov. 2, 1904.

The Medical Brief,
Ninth & Olive Sts.,
St. Louis, Mo.

Gentlemen:

Enclosed you will find copy for our one-fourth page "Ad." for
the December issue of The Medical Brief.

We wish to say that the results from our advertising in your
journal have been very gratifying and are also pleased with the composing
of "Ads."

Very truly yours,

Hypnalgine Company.

GAH/ED

Sec.

THE MEDICAL BRIEF

is read monthly by more

**FAMILY DOCTORS
THE WORLD OVER**

than any other medical journal extant.

MEDICAL BRIEF ADVERTISERS

are the best witnesses of this
and tell their own story . . .

Sample copy and rates for the asking.

OFFICES:

9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.
Masonic Temple, Chicago, Ill.
Auckland House, Basinghall Avenue, London, E. C., England.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29 1893.

VOL. L.

NEW YORK, FEBRUARY 1, 1905.

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FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

FIFTH PAPER.

Du Maurier, in his story of Trilby, that everybody once read and no one now knows anything about, resurrected the lines of a once popular ballad:

Don't you remember
Sweet Alice, Ben Bolt,
Sweet Alice, whose hair
Was so brown?

There was a later suggestion that Alice now lay in the churchyard. The thought may run on to a still later time when her boy sweetheart no longer expresses a remembrance because he has joined her and is not here to speak. The mind can look forward to another not very distant period when there will be few, or none, who can recall any memory of either Alice or Ben, because both of them had passed from human vision before those had come into being, to whose memory the appeal would have to be addressed.

These thoughts come to mind in connection with recollections of persons with whose faces I became familiar in the years of that early connection with a newspaper office. I recall a bare office, not a very tidy one, with a single desk, two chairs, a man, not old but with thin hair—foretelling baldness—sitting, his face in his hands, his elbows resting upon the desk. It was Gen. Benjamin F. Butler, in his not much used Boston office, a year or two before the Civil War.

In a busier, better organized lawyer's office I recall a bright, round, kindly face, good wholesome color, dark hair, a brisk manner, and remember that the man became very conspicuous soon

after and was the great War Governor, John A. Andrew.

In another office, not appearing so brisk as the last named but much more so than the first, I recall the kindly, thoughtful, wrinkled—oh! so wrinkled—face of Rufus Choate, and that the name on the check given in payment for a year's subscription resembled a spider track more than a signature.

The quiet home of Wendell Phillips was in Essex not far from Washington street, and the orator himself sometimes opened the door in answer to the ring. The quiet of the library, the dignity, the kindly dignity of the man, an air of refinement about the surroundings: a memory of all these comes before me when the name of the great Anti-Slavery champion is in mind.

Over the Quincy market, that was an eighth of a mile in length, the old firm of Oliver Ames & Son, makers of shovels and that sort of thing, had a mammoth wareroom (this was before Oakes Ames and the days of the Credit Mobilier), and a partner of the house was Peter Harvey, a heavily built, florid man with, as it seemed to me, a choleric temper and a disposition to allow me to call numerous times to collect his subscription to the paper. He was generally known and spoken of as "the friend of Daniel Webster." In after years I often wondered how so chilly a personage as he appeared to be could have written so charming a book as his biography of Webster certainly is.

An elderly man with a brisk, nervous manner was in the counting room, from time to time, in the interest of life insurance, and I recall the pride and satisfaction with which he replied to inquiries about the progress of a son who had gone to New York, and became active in the line of business with

which the father's interest seemed to be joined. That son was Henry B. Hyde, so long the head, almost the creator, of the great Equitable Life Assurance Society.

An older man, of reserved, dignified manner, came in now and then to look at files of the paper, to resurrect some paragraph that had interest for him, and I learned that his name was Motley, and he had a son named John Lothrop Motley, then United States Minister at the Hague.

Still another old man, less active, less prosperous, less self-assertive than either of the others, was a Mr. Derby and he too is remembered on account of his son, one of the earliest American humorists, known to those who remembered him at all, as John Phoenix.

The face of one other man comes before me, a tall, large, wholesome-looking personage, perhaps not quite up to the times in appearance and manner, always wearing a curious deprecating smile—not a frequent but an occasional visitor at the office—the business that brought him being generally an announcement of a railroad excursion to some point not far away or of any great importance. There seemed to be a disposition on the part of the manager to have fun with this man, always in a half bantering, but not wholly disrespectful way, and I remember that anything he really seemed to want to have done or said by the paper was usually acquiesced in; and it was also understood that if his bills were not promptly paid no fuss would be made about it. I believe, however, that his bills were always paid, eventually. When he went from the office, on the first occasion that I recall seeing him, the manager, looking at the retreating figure rather quizzically, told me "That man has a charter from the Congress of the United States to build a railroad to the Pacific Ocean." San Francisco was not twenty years old then, Omaha was the name of an Indian tribe, not of a city, Los Angeles was a village inhabited by a few score people of Spanish origin and Denver had no place on the map. By and by, I remember, I heard of

George Francis Train, Oakes Ames, the Credit Mobilier, and knew that a Pacific railroad had been built and that the charter, which had been Mr. Josiah Perham's cherished possession, and about which he was so often ridiculed, really did come into effective use in carrying forward the great enterprise. I never see the kindly but rather bucolic countenance of the venerable Mr. Russell Sage without being reminded of Perham; the same face, the same smile, only Mr. Sage is much older—but then Mr. Perham is dead.

In one lawyer's office on Court street, the office of Stillman B. Allen, a considerable collection business was done, and there at one time appeared a square-shouldered, curly-haired, red-cheeked young man who was always so polite, attentive, civil and prompt that to have occasion to be brought into contact with him was a positive pleasure. Before I left Boston his name appeared on the sign, which became Allen & Long, and later I was glad to hear of him as Congressman, Governor and Secretary of the Navy. He was John D. Long, now as then of Hingham, Mass.

Fletcher Webster, a son of Daniel Webster, had an office in the Surveyor's Department of the Custom House. He may have held the office of Surveyor. He was slow pay and impressed one as a dull man, although rather fine looking, with black hair and eyes. He became Colonel of a regiment in the Civil War, but I do not remember that he distinguished himself either by the exhibition of great ability or the lack of it.

Then there was the Pension Commissioner, Mr. Isaac O'Barns, a man who had been, I think, a personal friend of and an appointee under President Franklin Pierce, and whom no subsequent President seemed to feel like displacing. He was a tall, broad-shouldered, white-haired old man, a typical old school gentleman. He boarded at the Bromfield House. His office was at the Custom House, where he went late and from whence he returned early. He had lost his voice and spoke only in a hoarse

(Continued on page 6.)

THE SATURDAY EVENING POST

Has earned the respect of the whole American people by able and dignified editorial management, and as a consequence it has an enormous circulation—

757,800 *Copies
Weekly*

Figures never before equaled by an American weekly magazine. There are no returned unsold copies from newsdealers. No premiums to subscribers. No clubbing with other publications or cut rates. No sample copy editions. This enormous circulation is built upon editorial management and liberal advertising. Every copy is bought to be read. There is no other inducement.

The advertising columns are as carefully edited as those of the editorial page. No doubtful, medical or liquor advertisements are ever found in its advertising columns.

***THE CURTIS PUBLISHING COMPANY
PHILADELPHIA, PENNSYLVANIA***

whisper, and the unexpected quality of his few sentences led to as many funny stories being attributed to him as, in later days, was the case with that famous Baltimorean who reformed and became a New Yorker, I mean the late William M. Travers. It was told of Isaac O'Barns that he promised to subscribe for the erection of a Baptist church somewhere on one condition: "Baptize 'em in hot water;" that when he had asked at the Tremont House bar for "rot gut" and had been handed out the brandy decanter, the barkeeper knowing he always drank brandy, he remarked, after completing the transaction, "You keep a pretty good house here, don't you?" To which the man responded that such was the intention, but asked "What do you find this morning to specially commend, Mr. O'Barns?" and received for answer, "You give a man just what he calls for." Again, one day stopping on the edge of a crowd in State street, at the scene of the Boston massacre, just below the old State House, where an itinerant preacher was holding forth, he asked "What's this? What's this?" and was told that it was a meeting of Second Adventists. "What are they? What are they?" whispered the old gentleman, and being told that they looked for the second coming of Christ he seemed to wait several minutes with interest, but finally inquired in his loudest whisper, "Expect him to-day?" Finally on his death bed, or when he thought he was dying, and the doctor had pronounced his feet warm and said no one ever died with warm feet, the old gentleman inquired in his whisper whether the doctor had forgotten the case of John Rogers.

Of all the men of that day there are a few still remaining, and one of these I sometimes meet in recent years, I refer to J. Parker Whitney, who in 1858 was a dealer in paints in Union street near Hanover. I recall an occasion when a hotel man, proposing to do the honors of his place, asked whether we would drink claret or champagne, and Whitney said, in response, that we would as soon have both as either, and we had both.

Whitney always seemed to get all there was to be had. He graduated from paints and oils, did something in mines, gold and copper, has a California ranch to-day with sixty miles of stone wall upon it, came near being the first United States Senator from Colorado, has long been rated a millionaire by the mercantile agencies, and has been made more or less conspicuous the past year or two on account of the frolics of a fun-loving son and a Hebe-like daughter, who, beautiful as she may be, can hardly compete in loveliness with the memory of her mother when, twenty years ago, she too was just out of school. Mr. Whitney is known to all who go fishing at the Rangeley Lakes, for his Camp there, at Mosquito Brook on Lake Molychuckamuck, has stood for more than forty years, and there has not been perhaps a single winter of them all that he has not been there, with good company, long enough to get a deer or two, a touch of zero weather, and to renew the memory of visits made before and friends who will not come again because they have now gone beyond earth's boundary lines. At one time Mr. Gilbert E. Jones, long of the *New York Times*, was associated with Mr. Whitney in the management of the Mosquito Brook Camp, as is evidenced in the combination of their two monograms, still to be noted artistically carved and affixed to the door that fronts the Lake, as the writer well remembers.

An editorial writer on the *Post*, at this time, was B. P. Shilliber, whose *non de plume* was Mrs. Partington. His humorous sayings had a wide vogue but probably did not produce much of an addition to his income, which was a stated salary of \$15 a week. The business of selling jokes in the open market was not then established. Mrs. Partington was a Boston Mrs. Malaprop and a great many of her sayings were comments upon the conduct and experiences of Ike, a grandson or nephew, who was a sort of pre-historic Buster Brown. Ike had to be vaccinated, and the old lady, mentioning the matter, said he was "nuculated by

(Continued on page 8.)

Some Advertising Agents

and some magazines have published lately a great deal of nonsense about patent medicines—all rot.

Truth of the matter is that some discoverers of patent medicines are among the greatest benefactors of mankind. Physicians acknowledge this. To condemn all patent medicines is either a betrayal of gross ignorance or a bid for profitable notoriety.

The best patent medicines are prescriptions compounded by physicians (often specialists) after years of study and work. They have been tried, improved, perfected. Often their basis is in some household remedy that has been used hundreds of years. Suddenly virtuous hands are upraised—"There's alcohol in this!"—and there is a big display of "We won't advertise patent medicines." Bosh!

Of course, there are cure-alls that cure nothing at all, and other poor patented stuff. So are there quack doctors, shyster lawyers, fake magazines and advertisers. We know there are preparations sold under patents that save many doctors' bills; we know that good advertising will help them, and we know that they will help the masses.

Any manufacturer of a patent or proprietary medicine that has actual merit will receive the same consideration at our hands as the proprietor of any other meritorious article. But no preparation that is simply "a disguised cocktail" can be advertised through us under any consideration.

We should be glad to have a representative visit any proprietary medicine house anywhere in the world to discuss their publicity problem, without any obligation being assumed by them.

You know the standard of service our name carries.

THE PAUL E. DERRICK ADVERTISING AGENCY

PAUL E. DERRICK, President. M. LEE STARKE, Manager.

New York. London. Paris. Cape Town. Sydney. Buenos Aires.

an oculist." A woman who said that she could not bear children was comforted with the remark, "Perhaps if you could you would like them better."

I have before referred to a Mrs. Bailey, to whom I was indebted for a valuable service. It became a part of my duty, as years went on, to collect a sum of money for this good lady and to take it to her on a specified day each month. Col. Greene, her brother, paying half and Edwin C. Bailey, her son and owner of the Boston *Herald*, the other half. The cashier at the *Herald* office, R. M. Pulsifer, by name, had instructions to honor my demands. The draft was not a heavy one, I think about seventeen dollars from each contributor. The lady then lived at Chestnut Hill, some miles out of Boston, and in the goodness of her dear old heart she would have me stay to drink a cup of tea with her on these occasions, and more than likely there would be hot biscuits and a slice of ham or cold tongue, a bit of jam or preserves, and I would be called upon to tell as much of the world's affairs as passed under my immediate eye, and in return was often taken into her confidence, we being both from the Granite State, and she as near her eighties as I to my twenties.

On one occasion there was mention made that Mr. Salmon P. Chase had retired from Lincoln's Cabinet and his successor as Secretary of the Treasury would be William Pitt Fessenden of Maine, and I came away with the impression that the new Secretary was a cousin or nephew of my friend Col. Greene of the *Post*. Next morning I stood in the counting room behind the newspaper counter when Col. Greene came in, as was his custom, to take a copy of the morning issue in his hand, and, as I handed him the paper and said good morning, I ventured to ask him about his relationship to the new Secretary. He looked at me through his gold-bowed spectacles with, I thought, a shade of annoyance, and turned away without answering, but, pausing, at the door, he turned to me and said "Before you go out to-day come

up to my room." I did this a little later. He sat at his desk, a pretty plain affair, in his editorial sanctum—decidedly primitive quarters he had—but he a handsome, stately, kindly, well-dressed, clean-shaven, healthy man of between fifty and sixty years of age. He did not ask me to be seated but spoke in earnest tones. "You know my sister is much older than I. She was a young woman when I was a baby. When she was a young woman she had an experience of the sort that people, who have had such, do not talk about very much. The father of her son had been the principal of the Academy at Boscawen and from there went to another academy at Fryeburg, Maine, and there the boy was brought up. The father's name was Fessenden and Pitt was the son. He is about my own age and a mighty good fellow he is too. Now," continued the Colonel, "you can see that if you had known a little more this morning you wouldn't have been asking questions, and now that you know so much I think I can trust you to keep your mouth shut." I would not have told the story here had it not come to me, many years later, from a very old man who, relating a personal interview had with Daniel Webster at the time he had failed to receive the Presidential nomination that went to Gen. Scott, and the great expounder somewhat repiningly found fault with the bad faith, as he thought it, of a young politician in Maine, who had failed to support his claims; and then the great man proceeded to tell of a certain horseback ride he had taken thirty years before, from Boscawen in New Hampshire, to interview the principal of the academy at Fryeburg, Maine, in the interest of a certain baby boy, who had he remembered and acknowledged the obligation now, might have been a help but had not so proved himself.

To advertise Frances T. Montgomery's books for children two odd booklets, cut in the shape of an elephant and a Billy-goat, are used by the Saalfeld Publishing Co., Akron, Ohio. A large folder for the trade contains a handsome portrait of the author.

THE DATE

Circulation statements covering the year 1904, will be in time to have attention in Rowell's American Newspaper Directory for 1905—thirty-seventh year of publication—if they are received on, or before,

FEBRUARY 15

Orders and copy for display advertisements, and Publishers' Announcements should come to hand within the same time limit to insure proper attention, the submitting of proofs and the making of desired corrections.

Address

CHAS. J. ZINGG, Manager,

PRINTERS' INK PUBLISHING COMPANY,

Publishers and Proprietors

Rowell's American Newspaper Directory,

10 Spruce St.,

New York.

AN EFFECTIVE REAL ESTATE CAMPAIGN.

More than two years ago the Franklin Society, a New York savings and home-building association with offices at Park Row and Beekman street, came into possession of a large tract of land on Long Island through a foreclosed mortgage. Situated in a section known as Eastwood, near the proposed new Long Island terminal of the Pennsylvania Railroad, it was essentially a residence subdivision. The Society therefore cut it up into lots, laid macadam streets, water pipes, sewers and gas connections, and spent between \$30,000 and \$40,000 in improvements. A number of houses to cost between \$4,500 and \$7,000 were also built, and the whole tract brought into a good state for the market.

These improvements were finished last summer, and to dispose of its holdings the Franklin Society entered upon a campaign of real estate advertising in New York papers. A booklet was first prepared, showing the location of Eastwood, the various surface car, railroad and elevated lines that reach it now, with fares and running time, the proposed lines of the Pennsylvania and Brooklyn Subway, that will reach it in a few years, the extent of the improvements made by the Society, the building restrictions laid on purchasers, terms, school and shopping facilities, etc. This booklet, telling the whole story, was then made the basis for ten newspaper ads, each telling part of it. With a view to humanizing the rather long descriptions, a small figure known as "The Wise Little Man" was devised, and employed as an illustration. Each ad also started with a paragraph of general information having nothing to do with real estate, but leading into the subject matter after interest had been gained. Copy was prepared by C. O'C. Hennessy, secretary of the Society, an ex-newspaper man. Every effort was made to get away from the conventional real estate ad, with its catch lines such as "Own Your Own Home."

This series of ads was printed in

the New York Times, Press, Herald and Globe. It was designed to interest what are known as, for want of a better term, the "middle classes"—that is, persons

TALKS BY THE WISE LITTLE MAN



He says it is curious, when you think about it, how many plainly visible things we don't see till some other fellow has seen 'em, and how at least eleven men can develop a fine brand of hindsight to the one whose foresight is always in working order.

Applying this observation to his talks about real estate, the W. L. M. says it ought to be so plain as to need no argument that long before the Pennsylvania Railroad finishes that North River-Cross Town-East River-Queens Borough-Tunnel system, (next to the Panama Canal, the most wonderful project of modern times,) there will be an increase in land values in the EASTWOOD section of Jamaica, such as to make dizzy those who with open eyes are now unable to see.



Could fill a column or more, he says, with sure enough reasons for his opinion that

Eastwood

is to-day absolutely the best real estate proposition either for homes or for investment that has ever been offered to New Yorkers. But advertising space is mighty expensive.

and, of course, we can't get the Editor to tell our advertising story in the news column—even though it's the best kind of news, all right. Hence, we've got to ask people to look at EASTWOOD for themselves or to send for the Little Book.

EASTWOOD is restricted and has perfect macadam roads, cement walks, sewers, water, gas, electric lights, and beauty of location, filling every requirement of the most fastidious home-seeker. Above all is the supreme fact that EASTWOOD is soon going to be within 20 minutes of that wonderful Manhattan Depot of the Pennsylvania Railroad, which is now building west of Herald Square. Get a little foresight at work and think what all this means.

A site (2 lots) at EASTWOOD can be had now as low as \$200; or a finished home for from \$4,500 to \$7,000. If you are all right otherwise, you don't need much cash.

THE FRANKLIN SOCIETY,
Beekman and Park Row, New York.

neither rich nor poor, but able to buy a home of fair value on regular payments. These papers were selected as the ones that reached the kind of purchasers the Society

had in mind, and the results of the campaign showed that the choice was a wise one. Every ad was keyed, and every inquiry kept track of. The announcements were printed twice and three times a week, with shorter ads on the odd days calling attention to to-morrow's announcement. The campaign was thus made to extend over a period of four or five weeks, giving readers time to digest a mass of information that might have been disregarded had the announcements been published daily. Ten thousand copies of the booklet on Eastwood were sent out in addition to the newspaper advertising, and all publicity was supplemented with personal work. Within three months after the Eastwood section was ready for market the Society had sold practically every lot and house—property to the value of \$100,000 being disposed of on favorable terms to substantial people.

Mr. Hennessy says that this campaign, while very economical as far as the use of newspaper space was concerned, depended upon two outside factors for its success. First, there was a thorough follow-up system that handled inquiries intelligently, either by mail or through solicitors, and, second, the advertising was written in a restrained key that told only part of the story. Emphasis was freely laid upon the value of the property for investment or home building, and the present general interest in subways, tunnels, bridges and other transit improvements in New York was taken advantage of as advertising material. But in regard to the property itself, there was a certain element of reserve, so that when people had been interested to the point of making a personal examination of Eastwood there was an element of the unexpected which convinced them everything had not been glamored over with advertising color. By telling the truth, avoiding over-praise, producing the thing you promise in the advertising, and dealing always in good faith, he believes almost any sort of publicity can be made profitable.

IN BRIDGEPORT.

Mr. Geo. W. Hills, the General Manager, and Mr. Robert N. Blakeslee, the Assistant Manager of the *Bridgeport Evening Post* and *Morning Telegram-Union*, of Bridgeport, Conn., recently invited the Examiner of the Association of American Advertisers, of New York City, to make a thorough examination of the circulation of these two publications, which invitation was accepted and the following results were shown: The *Morning Telegram-Union* showed an average circulation of 9,169 copies daily for the first six months of 1904, and the *Bridgeport Evening Post* an average of 10,608 copies daily for the first six months of 1904, which is a larger circulation for each of these publications than all of the other Bridgeport papers have combined.

In the 1904 issue of the American Newspaper Directory the *Bridgeport Evening Post* is rated "(z-6) F" for 1903. An "F" rating means exceeding seven thousand and five hundred copies. The *Morning Telegram-Union* is rated "yG" for the same year. A "G" rating means exceeding four thousand copies. A "Z" rating indicates that a communication received in answer to an application for revision or correction of the circulation rating accorded to the paper fell short of being a satisfactory circulation report because of one or more reasons. The reason in the case of the *Evening Post* was that the report did not cover the issues for a full year. A "Y" rating signifies that no recent circulation statement has been furnished from the office of the paper, and a consequent probability that the last circulation rating accorded to it may be higher than a new statement would warrant.

Both papers once made detailed statements to the American Newspaper Directory, and when the absence of these during recent years was pointed out to Mr. E. Katz, the New York representative, he asserted that he would see to it that statements would be furnished for the 1905 Directory, and when Mr. Katz says a thing it generally goes.

Lincoln Freie Presse

Lincoln, Neb.

Actual Average Circulation 152,062

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

THE AMERICAN INVENTOR.

In the belief of its publishers, the *American Inventor*, issued twice a month at 114 Liberty street, New York, fills a field covered by no other publication, either among class or general periodicals. This journal was established seven years ago in Washington, D. C., by Walter R. Hensey, president of the American Inventor Publishing Co., then a patent attorney practising at the national capital. Last May the publication office was moved to New York. Mr. Hensey recently gave a PRINTERS' INK reporter the following facts concerning his publication with the purpose of showing how it can be useful to advertisers:

"The *American Inventor*," he said, "is a medium between invention and manufacture. It gives a great deal of attention to patent rights, and not only keeps readers posted on what is being done in the field of invention, but deals with the successful application of inventions in mechanics, engineering, physics, electricity, machinery and power. It is read not only by inventors, but by students, engineers, managers, superintendents and foremen of industrial plants. How wide its scope is best shown by the fact that hardly one of our great industrial corporations, from the United States Steel Company down, is based on anything else than patented processes and patent rights.

"Our journal has not been long enough in the field to become generally known. When its name is mentioned the average advertiser jumps at the conclusion that it is a class publication for inventors only. Inventors, he thinks, are mostly crazy—that is the tradition, anyway. But ask anyone to define inventors as a class—to tell where they live, how they live, what strata of society they are confined to and so forth—and it will be seen that the people who invent are really the whole American people.

"The Patent Office issues a weekly gazette with names of from 500 to 700 inventors to whom patents are granted each week.

We circularize those inventors who live in cities. Thousands of inventors live in small towns, but many of them are experimenters, and we find that the best class of these learn about our paper and subscribe for it. Inventors in cities are more likely to be in touch with large companies and industrial plants, and are more valuable as readers. The *American Inventor* is also read by investors, promoters, capitalists and the large class interested in making inventions productive. Our readers are a wide awake, hustling class, and represent the cream of the trade journals. We give more reading matter and a greater number of illustrations in a year than any similar journal, and at a price much lower.

"Our circulation has been built up slowly, with every regard for character. In December, after a year's effort, we succeeded in being admitted to the clubbing subscription offers of *Success*, which includes such publications as the *World's Work*, *Country Life in America*, *Century*, *Atlantic Monthly*, *Booklovers Magazine*, *Christian Herald*, etc. Some advertisers are inclined to depreciate circulation gained in this way, at a lowered subscription rate in combination with other periodicals, on the ground that people take two or three papers they do not want for the sake of one they do. But the list is so large that every person can select periodicals that are really wanted. People are learning to buy magazines and other periodicals wholesale. Readers who enter the clubbing offers are a most desirable class for the advertiser.

"Our paper has never been utilized to boom a patent business, or put on any other basis than that of a straightforward semi-technical journal. The character of our circulation is such as to be peculiarly valuable to general advertisers who wish to reach men. Our rating in the American Newspaper Directory for 1903 is 15,895 copies per issue."

WHEN a man tells you it does not pay to advertise, he admits his business is not worth advertising.—*Real Estate*.

IMMIGRATION ADVERTISING.

The Southwestern railroads have been liberal advertisers in the immigration field, spending thousands of dollars in publicity to attract settlers to the territory comprised in Texas, Oklahoma, Indian Territory, New Mexico and parts of Kansas. This expenditure began five years ago, through the Frisco System Land and Immigration, at St. Louis, and though it brought but slender results at first, is now an important factor in the settling of the Southwest. About 2,500 agents are at work promoting the Southwest and it is planned to have an agency in New York City to attract people speaking foreign languages. Wm. R. Draper, in charge of the St. Louis bureau, has been writing newspaper and magazine articles about the Southwest for more than six years, and since he became manager of this campaign six months ago has done some noteworthy work. He is now preparing a series of articles on the Southwest to be used by Eastern newspapers. In the following article, written for PRINTERS' INK, he describes his methods:

Publicity pays, whether the lime lights are turned upon a new brand of soap, a politician or the immigration department of a big railway corporation.

Advertising in connection with immigration work requires a complete knowledge of the land and immigration business, the country to be exploited and the mediums through which this advertising is to be done. In securing immigration business, the newspaper and magazine are used to interest homeseekers, but land buyers cannot be moved except through personal solicitation.

At some time or another three-fifths of the population of this country change their place of residence. More than one hundred thousand heads of families visit the great Southwest annually with a view of purchasing. About one-third remain. The others go back to their old home and perhaps make a second trip the following year, and then remain.

Immigration methods to-day are given such close detail that a banker would marvel at the detail of office and field work, and the subsequent location of a settler in a new land. The man who answers the advertisement of a Southwestern railway line regarding a certain section, may be assured of the fact that his requests for information will be

answered promptly and his desire for a new location filled at the earliest possible moment. He will get everything he wants if he is in earnest and has the necessary capital to buy.

It does no good to advertise cheap lands in a cheap land district, neither would it be of any consequence to advertise cotton fields for sale to the coal miners of Pennsylvania. It would likewise prove unprofitable to advertise Oklahoma in North Dakota, or Illinois in New York State. Why? Because land conditions are similar. Farmers who are to-day residing on land worth \$150 an acre in Ohio and Illinois and who have boys growing up, wish to sell out their property and move either to Texas or Oklahoma, where good farming lands can be had for \$25 per acre; land that grows just as much and where the crops bring equal prices as in the East and North.

In some of the smaller towns of the Middle and Eastern States are hundreds and thousands of dissatisfied young men who wish to go West and grow up with the country. They have read of existing opportunities for young men on the borders of the new frontier, and they are anxious to get there. In the mining districts are many hard-working men who have saved a few hundred dollars and who are anxious to invest this in lands where they can raise cereals and fruit, and where the fresh air fills their lungs and makes new men and women of them. In all the crowded sections of the country, many are anxious to change their locations.

This condition has created immigration traffic. It is a condition that has been steadily improving, so far as the railroads were concerned, for the last ten years. The railroads, realizing that a modern exodus was about to begin six years ago, began organizing to take care of this rush. To-day every one of the six or seven trunk lines of the Great Southwest are fully equipped to take care of at least five thousand extra homeseekers every month without strain upon the transportation department. Many of these roads accommodate fifteen hundred land seekers, even during the dullest months.

Homeseekers are now coming at such a rapid rate that one would believe an advertising campaign to get them unnecessary, and they would follow the others to the great Southwestern country, being so rapidly populated and widely advertised. But that is just where immigration advertising finds its surest foothold—in sections where the land seeker is restless and where many of his fellows have already moved before him.

Immigration advertising is placed principally in agricultural papers and small weeklies, in sections to be worked by the personal representatives of the immigration department. A newspaper with a genuine circulation of five hundred in a prosperous section of Central Ohio where the farmers are restless and willing to listen to immigration talk, will do more good than a magazine in some eastern city, with a guaranteed

circulation of 20,000. The farmer, the small merchant and his customers are the ones to be reached by the immigration department, and these men always read their home paper more industriously than any other. I am a firm believer in the country newspaper as the most successful medium to reach the homeseeker and investor in Southwestern lands. The Frisco System patronizes many country newspapers and the returns from this form of advertising are very encouraging indeed.

In the immigration department of the Frisco System, where many hundred letters are received each month from prospective homeseekers, the detail of following-up inquiries is of interest. The same follow-up system is used by several Southwestern immigration associations. Farmer Jones of Montgomery county, Illinois, has read that the Frisco System will grant cheap excursion rates to the Southwest on the first and third Tuesdays of each month—regular homeseekers' excursion days—and he writes the general offices that he wishes to go, and has \$5,000 to invest in a Texas farm. Farmer Jones may depend that he is going to move on next excursion day or the Frisco System will surely know the reason why he does not.

The Frisco System at once goes after the farmer with the assurance that he is going to the right country and the Frisco would be pleased to handle his business. He is then referred to the nearest local immigration agent, who will call upon him shortly and go into details about his country. The same mail brings the local agent a copy of this letter with the request that he call and use his best efforts to move Mr. Jones Southwest. A goodly supply of literature about Texas is sent direct. If the agent in question does not move the prospective home buyer on the following excursion day, it is up to him to show reasons why. Jones is followed up until he is ready to go—has actually moved and bought land. Then after he becomes a settler and citizen, he is a self-advertiser among his former neighbors, and often results in bringing twenty or more families after him. Colonies thus formed are ordinary events with immigration bureaus.

A favorite manner of advertising is to have the general immigration agent take a trip through sections where settlers are most restless and give lectures and stereopticon views about the country along his particular line. Exhibits at county fairs in charge of several immigration agents from the Southwest, are always considered first-class advertising. Special booths are erected, a large supply of farm products are shown and good "spielers" are employed to draw the crowds near and enthrall the visitors about the country and its resources.

Nearly all of the Southwestern lines publish magazines containing information about the Southwest in general. The Frisco publishes the *Frisco System Magazine*; the Missouri Pacific-Iron Mountain publishes *The New Southwest*; Rock Island the *Western Trail*; Santa

Fe *The Earth*; M. K. & T. *The Coming Country*; Kansas City Southern, *Current Events*; Southern Pacific, *Sunset Magazine*. All of these railroads have from two to eight hundred immigration agents who work on a commission basis and sell lands in the territory traversed by the railroads with which they are associated.

A favorite manner of instructing these land and immigration agents about the Southwest—many of them residing in the Middle and Eastern States—is to have an annual excursion to agents conducted by the railroads. The Frisco last year gave its agents a nine days' trip over the line and they were entertained at many of the principal towns. The tour was a great education to the agents and it proved to the Southwest that a mighty force was engaged in working in her behalf. The land agents' excursion attracted so much attention that one of the leading London magazines published a full account of the trip.

The general immigration agent of the Frisco System, Mr. S. A. Hughes, accompanied a party of eight foreign representatives to the World's Fair, on a two weeks' trip through the rice fields of Texas, and thereby secured the official indorsement of the rice belt from the Japanese, French, Indian and Swedish governments. I believe this was one of the best advertisements any immigration department ever received, inasmuch as some of the rich Japanese rice merchants are planning to come to Texas with a view of making large investments.

My belief is that the best form of newspaper immigration advertising is reading articles descriptive of the country an immigration department wishes settled. These reading articles should be printed in newspapers in a section where farmers and merchants are restless and willing to listen to tales of opportunity in another land. Display advertisements in papers announcing cheap rates, excursion dates, etc., are good business pullers, but for sound advertising results we must have the readers. The publication of reading articles also eliminates to a great extent the expense of publishing booklets, which in my opinion are not half so effective, although they have filled a place. If you can answer the request of a farmer for information about a certain section of the Southwest, in one column of clear and concise reading in his local paper you not only please him, but attract hundreds of other readers.

The scheme inaugurated a few years ago by the Rock Island in securing letters of experience from farmers along their line Southwest, and the publication of the same in *The Western Trail* was a good one, but this could have been improved upon by publication of these letters in country newspapers in the Eastern and Northern States, where the dissatisfied farmer could read them. Immigration advertising is helped along these days by sending farmers back to their old homes and talking about their own success in the

new country. A successful farmer can always induce his friends to take up the opportunities he tried and found excellent. Much effective work has thus been accomplished.

WILLIAM R. DRAVER.

USE A GOOD ENVELOPE.

It has always seemed strange to me that people will spend their good money for first-class stationery, advertising matter for enclosures, etc., and then insist upon buying a cheap looking envelope in which to send it out.

I have in mind one of the largest Electric Drill Manufacturers in the world, who for several years sent out their catalogues in a cheap gummed flap envelope, made from an inferior grade of paper and poorly printed. The results were far from satisfactory.

At last they called in a friend who advised them to buy a first-class envelope with a metallic fastening, one that while to all practical purposes was sealed, yet went at the unsealed rate. They were amazed at this advice, as the envelopes cost them more than three times as much as the cheap stuff they had been using. They compromised that year, and sent one-half of the catalogues under the same old conditions, and one-half in the clasp envelopes. They kept accurate records of the results, which showed that from the catalogues sent under cover of the expensive clasp envelopes they received more than forty per cent more replies than from the other half. Since that year they have never used a cheap envelope.—*General Information, Binghamton, N. Y.*

NEWSPAPERS IN SCOTLAND HAVE LITTLE ADVERTISING.

There are plenty of cities in Scotland of 50,000 to 80,000 population that do not possess as much as a single daily newspaper, and even weekly newspapers are found only in towns of 5,000 and upward. Don't the people read over there? They do, but a newspaper that is sold for one cent or two cents cannot be operated at a profit unless the circulation runs up into six figures, because the advertising patronage is so small that the real profit has to be made out of the circulation, and there is not much of a profit in that, even considering the low scale of wages paid to printers, reporters, etc.

Cities like Paisley, Clydebank, Greenock, Rothsey, etc., all large towns, the size of Chattanooga or larger, have no local dailies at all. The country people, as a rule, do not take daily papers at all.—*E. A. Pettingill, in Memphis Morning News.*

MUST GET AWAY FROM "SHOP."

The advertising man of to-day must, if he would succeed, take his nose out of collar-boxes and bolts of cloth, stick his head up through the scuttle of the store, and take a good, long look around. If his vision across the housetops encounters the head of his competitor down the street, also sticking through the scuttle, he will realize that he has a fight on his hands.—*Store Life.*

ANOTHER RECORD.

During the year 1904 THE CHICAGO RECORD-HERALD maintained its lead, printing more Publishers' Advertising than any other newspaper in the entire West. It exceeded its nearest competitor, another Chicago newspaper, by 44,938 lines.

The Toronto Star

has advanced its rate (because of the increase in circulation) three times in four years, and still publishes more general advertising than any other paper in the city.

It is the one daily which holds its advertisers for the reason that it gives results.

December Average

35,294 Net

All foreign advertising should be addressed to

THE STAR

Toronto, - - Canada

NEW YORK DAILIES.

The following articles were prepared for the *Kansas City Star* at the request of Mr. Nelson, but the editor of that paper thought them too interesting to newspaper men to prove of value to the general public. Melville Stone, of the Associated Press, suggested that they be sent as they are to *PRINTERS' INK*.

They are of interest to advertising men in a way, and, although they contain inaccuracies, are doubtless more readable as they stand than they would be after being emasculated in the interest of strict veracity.

II.

THE TIMES, SUN, TRIBUNE, TELEGRAPH, PRESS AND STAATS ZEITUNG.

In presenting the conditions of metropolitan journalism it is worth while to note the fact that the press of the city in the last ten years has suffered a great depletion of the influence it formerly exerted.

It no longer, in any degree, gives the pitch to newspaper opinion of the country and its power to direct or shape local opinion has perceptibly waned. What Mr. Gladstone observed as the relative value of the city and provincial press of Great Britain, pointing out that the latter surpassed in many respects the former and particularly in editorial weight in the public mind, has long since become a condition of American journalism. Every considerable city has its paper that in the fulness of its news, the care and force of its editorial expression and the high character of its influence equals and in many cases surpasses in these respects the metropolitan press. Although the New York papers would deny it they are intensely local. The shifting about of a half-dozen police sergeants is big news to them and the "feature" of the day is a form of sensationalism that is now passing but which, for some time, has worked to their present profit but permanent detriment. Mr. Pulitzer has already noted this and his papers are working on a more conservative basis and with a wider plan. The *Times* is in a measure responsible for this alternation of method and it has under the conduct of Adolph Ochs become a rival for popular favor. It prints the whole body of routine news any way. The court calendars, the

real estate transfers, the supreme and appeal courts' decisions, the mortgages, assignments, proceedings in bankruptcy and the most comprehensive share and stock market reports. If then it has a "feature" to display, it must be one of serious import and the subject is invariably treated with care as to fact and moderation of comment.

Nevertheless the *Times* retains much of the didactic spirit which has always been its characteristic. In morals it is a precisian and its ethics are tinged with a teacher's benevolent contempt for its readers' ignorance and incapacities to grasp the whole subject as only the *Times* can. Its intellectual level is assertatively maintained and it makes its utterances dogmatically, like Sir Oracle.

For this reason it seems to fail to be convincing and its declaration "all the news that's fit to print" is generally regarded as a standing rebuke to its rivals rather than as a creed defining its own conscience. Nevertheless it lives up to it pretty well and it is a paper which no parent runs through to see if it is fit to be read by his daughters at home. It is clean, sane, well printed and very cheap. Its subscription list in and out of the city is, post prepaid, with its Sunday edition included, \$8.50 a year, one cent in the metropolitan district, including Newark N. J., and two cents elsewhere. It prints the Associated Press reports very fully, more so than any other paper in the East, and it has the first claim by purchase of whatever news the London *Times* may have in hand. This is not, however, a clear field for by the difference of time no news that the London paper prints can be exclusive to any paper in America. When the *Times* is out in London the New York newspaper forms are four hours away from the press, so that the whole body of English news is easily transmitted for the morning of the same day to whomsoever cares to pay the cable tolls. It was this condition that gave dominance to English views in our American pa-

pers upon foreign subjects and constituted a bondage from which Melville Stone of the Associated Press has recently released the American press.

The *Times* never lacks for an opinion but entertains them upon all subjects of reasonable and dignified importance. It is democratic in principle and faith without a particle of the Jacobin spirit which is associated with the idea of democracy in its integral forms. It is no leveler. On the contrary it is an aristocrat who feels every beat of the blue blood that pulses in its veins. Its claim for popularity is in reality the regularity and fulness with which it prints the routine news and the safety with which its statements can be accepted. Its editorial page, with one other in the city, is the only remaining mark of the Addisonian form of discussion. It usually discusses a social topic in a light and genial spirit and handles European politics with the freedom of established intimacy with courts and cabinets. A national political topic and a local political topic furnish two more pretty regular articles for its editorial page.

Recently the *Times* has reduced the amount of its editorial space and has also sought to find a definite political status for itself in the Democratic party lines. Its position in this respect is not very comfortable. It was and is for a gold standard, therefore in the Bryan period it was not in touch with the national party. It hates Tammany and all its ways and therefore it is not one with the local democracy, and it does not find in David Hill a leader in the State division of the democracy all that it can commend. Neither did it appear able to take up the anti-imperialistic cause, nor yet to oppose the measures in Panama whereby the Isthmian canal becomes an assured fact. For these and similar reasons the *Times* is necessarily a little vague except when the question under discussion becomes concrete when it is very assured.

Mr. Adolph Ochs who owns the

paper is a publisher but not an editor nor a writer. He is a good judge of good work, however, and exercises a careful supervision over all its pages. His career is a matter of common knowledge and I need not pause upon it except to say that he is a business man of such sweeping ability that the limits of journalism are not likely long to offer a field for his ambition. He has just built, at the sharp angle which Broadway makes with Seventh Avenue at 43d street, a new home for the *Times* on the Flatiron principle and into which could be put both the famous Flatiron and the *World* buildings and leave room to spare. Emulating the *Herald* the building will give to the space which it fronts the title of The Times Square. The editor of the *Times* is Charles Ransom Miller. He is strictly literary, something of a Puritan, an able writer and a man of high principles and force. He is a New Hampshire Yankee and a type of the educated New Englander. He is a graduate of Dartmouth. After the *Times* lost caste with the Republican party by opposing Blaine and became financially involved, a number of gentlemen better equipped with good intentions than with other capital sought to establish a clean, healthy paper. As a result the property was re-organized and turned over and twisted about until there wasn't much left of it except a code of journalistic morals. At this time Mr. Ochs appeared from Chattanooga. He didn't have enough money to buy outright but he proposed to put the paper on a paying basis. If at the end of four years he succeeded, a reserved block of stock, which until then should not be assigned, should be turned over to him whereby he would enter upon the control of the property by right of majority holdings.

The plan was successfully carried out. It is understood that a great department store company having in hand some idle capital helped Mr. Ochs in this effort and took its return in advertisements.

If such were the case it was a good bargain for both of them.

The *Times* has a fair share of business patronage and prints a daily average of 7 pages of advertisements.

By no possibility can its circulation support it and its rate of advertisement is kept up to the best possible figure. Its average is \$750 per page and on this basis its returns from advertising are nearly \$2,000,000 annually. A valuation of the paper may be roughly named as 5 millions. Its Book Review Saturday supplement is a feature of its success.

* * *

The New York *Sun* is loyal to its old type and make up, eschewing pictures and flare heads and pluming itself upon the purity of its English. As a matter of fact the *Sun* has no pre-emptive claim on exact language and the active verb in its sentences sometimes reaches out in vain for its objective pronoun and finds in its place, with no apology, a hollow nominative. Even the split infinitive and the nice distinctions of will and shall are not invariably regarded. But the *Sun* has its pose on this matter and few little rules of grammar which Mr. Dana and Mr. Swinton, both school teachers in their youth, remembered and conveyed as a collect of faith into the *Sun's* literary service. To-day the *Sun* is just as brilliant, vigorous, newsy, and inconsistent as it was in the days of Mr. Dana. If it were indeed Mr. Dana who cast the mould in which the *Sun* is made, the paper lacks nothing by his absence of supervision. As a matter of fact much of the work attributed to Mr. Dana was done by his staff and particularly by Edward Page Mitchell who, with others of the old hands, remain and scoff and jest, banter the Puritans, and edit snake and poker stories just as they have done for many years.

But for a long time the *Sun* has been collecting an army of enemies until the body is so vast that it seriously impedes its prosperity. In a third of a century a newspaper published every day and

hurting somebody's feelings in every issue can assemble quite a group of indignant and wounded hearts and that is what the *Sun* has done.

It has not attacked abuses in the serious way the *World* has done, as a reformer which almost deceived itself into a faith in its own acts, but the *Sun* has poked fun at the wicked and virtuous alike, and with mordant satire exposed weaknesses and absurdities wherever it detected them with its X-ray vision.

The paper is principally owned by Henry Waters, art patron, capitalist, club man and resident of Baltimore. His representative is William Mackay Laffan, who used to run a paper called the *Bulletin* in Baltimore, which was so brilliant and literary that nobody in Baltimore but the scholarly gentlemen that wrote, read it at all. Mr. Laffan is an all-round man, an artist, a good shot, a skilled fisherman, an unquestioned authority on ceramics and oriental bronzes, a traveler, a writer of everything from *vers de societe* to a gloss on Sophocles, a magazine contributor, a *bon vivant* and a real journalist, in short a man of the world in the broadest sense. But he thrives best of all in the company of the rich, and from the time he left Dublin in pursuit of the arts his staff of rich men has never failed him. He is not rich himself, just comfortable; he is far too much in love with his personal comfort to burden himself with wealth, and he conducts the affairs of the *Sun* as an occupation which suits his peculiar genius and temperament. As a result the *Sun* is more whimsical, unexpected, cocky and heartless than it was even in Mr. Dana's time. Mr. Dana took his journalistic work with painful seriousness and whether Mr. Laffan does or not he is not accepted only as wearing a mask. So the condemnation or commendation which the *Sun* may express of a public man or measure there always lurks a suspicion of satire, and the man who is the subject of its praise sud-

denly discovers that he is the object of its subtle derision which bites into his soul like acid.

Of the *Sun's* business status nothing is known except in a general way. It makes no statements of circulation, and although from time to time rumors are heard that it is in difficulties the source of the reports are generally traced to the ill temper of some person who wishes it were so, and the *Sun* continues to shine for all with undiminished fervor. It is not a member of the Associated Press and it is the distributing agent of a group of newspapers in the country which, like it, are not holders of that franchise. It is fair to say of it that it rarely gets beaten in news. In politics it is apparently stalwart Republican; as a matter of fact its party often cry in their distress "preserve me from my friend." Its attitude toward Mr. Roosevelt takes a peculiarly patronising, satirical expression and recently it has been discussing his performances at San Juan Hill in a spirit of such ridiculous seriousness, mingled with freakish fun, that its readers are overcome with delight. It would be difficult to define the *Sun's* influence. Its strength exists chiefly in the incisiveness of its personal attacks. Upon an abstract question it carries no considerable weight. For example, it resisted the voting of one hundred millions for the re-making of the Erie canal approved by the people last year. No such newspaper work was ever done in the country. Most of it was written by a Buffalo reporter named O'Brien, now Mayor McClellan's secretary. It was a complete revelation of the weakness of the project as well as its political evils and was presented with masterly clearness, but it was really without effect, although to an unprejudiced mind the argument and the method was entirely convincing. The *Sun* has had many fights on its hands, notably with Big Six, the Printers' Union, and it is generally speaking, the voice of the classes and the organ of the Trusts, and yet, at a moment's notice or at none, and in

what seems a pure spirit of deviltry, it will whip-saw its most favored clientele and lash them personally with the scorpions of its wit.

I am unable to put any estimate, or to secure any from a good source, upon the value of this peculiar newspaper property. The estimate which places its circulation relatively where it stands in the table is only an estimate and has no definite figures to back it. Its sales are all bona fide. There are no returns on its circulation and its prices are stiff.

The *Chicago Record-Herald* recently printed the statement that John Wanamaker had bought the paper but there is no subsequent evidence that this is true. Some time ago the name of Mr. Laffan was taken down from the editorial page and the *Sun* Publishing Company substituted. This is understood to be only to meet some legal demands and does not imply that Mr. Laffan has withdrawn.

* * *

The *Press* is one of the last of the party organs in the East. It is supposed to be stalwart Republican but the party in the State is split; in fact whatever professions of amity are made by the leaders there is the Platt and the Odell wing. The *Press* voices the Odell interest and hates Platt, and is so earnest in its partisanship that it fails in some other respects as a newspaper. Typographically it is perhaps one of the finest newspapers in the United States and it is cleaner read in its proof than any other that comes under my notice. It is convenient in size for handling and its Sunday edition is edited with great ability.

* * *

The *American*, Mr. Hearst's morning paper, is naturally the subject of a good deal of interest, but as the novelty of its methods wears away it begins to pay the penalty of its sensational career. Originally founded as the *Journal*, a one cent morning paper, by Albert Pulitzer, the brother of Joseph, it sought successfully to be a distinctively local sheet. It was

bought by John McLean of the Cincinnati *Enquirer* for \$650,000 and sold three weeks later to Mr. Hearst for \$750,000. It bought an Associated Press franchise held by a moribund daily and began its career. It is the distributing news center for the Los Angeles paper, the San Francisco *Examiner*, the Chicago *American* and the Boston *American*, also owned by Mr. Hearst. It is almost useless to estimate its value. An experienced appraiser of such properties puts it at the figure of its investment, no more, say two and a half millions.

* * *

The *Tribune* is owned by D. C. Mills and his son-in-law Whitelaw Reid. It is just a comfortable property. Recently it has been making the most strenuous endeavors to increase its circulation by means of valuable premiums to yearly subscribers and has secured in this way a large accession to its country circulation. It is not strong locally but every now and again gathers in an unexpected "scoop" that makes its rivals sit up and their city editors swear. It deals with big subjects, the greater problems of political economy and with diplomacy and statesmanship as differentiated from politics.

* * *

The *Morning Telegraph* is devoted to racing and the chorus girl and is taken with cocktails in the morning. It once made for Blakeley Hall as much as \$150,000 clear yearly, when Leander Richardson directed its affairs. Subsequently Mr. Whitney owned it, and on his death it was bought by E. R. Thomas the racing capitalist and owner of Hermis. It is said to be on its feet once more.

* * *

The *Staats-Zeitung* is one of the most ably edited papers in the United States. It really wields a great political influence and swings the German vote in the East. Hermann Ridder who owns and edits it efficiently replaces Oswald Ottendorfer who founded it. There are French, Italian, Yiddish

and Spanish newspapers in New York, but their scope is fully suggested in their names and we need not pause to consider them.

R. E. RAYMOND.

ARRIVAL OF THE INEVITABLE.

A special to the Indianapolis *News* from Marion, Ind., says that after a hard fight of seventeen years against competitors who advertised, Gunter Brothers, dry-goods merchants, the oldest mercantile firm in Marion and at one time the largest retail house in Northern Indiana, have given up the hopeless struggle and sold out their business. When gas was discovered in Marion the town began to grow rapidly, and competition in all business was soon encountered by all the old local merchants. The new merchants advertised, but many of the old-established firms were slow in believing that it was necessary for them to use printers' ink, as they knew nearly every man in the county. All of them who are now in business concluded that it was necessary to advertise in order to hold what trade they had and to increase it, except Gunter Brothers, who absolutely refused, claiming it was money thrown away. The firm had the best business site in the city, but the store was never filled with shoppers. Thousands passed and repassed the place day after day without stopping. The firm carried an excellent line of goods and treated customers well, but only a few farmers and some of the old citizens of Marion patronized the place. The store is now closed for in-voice.—*Newspaperdom*.

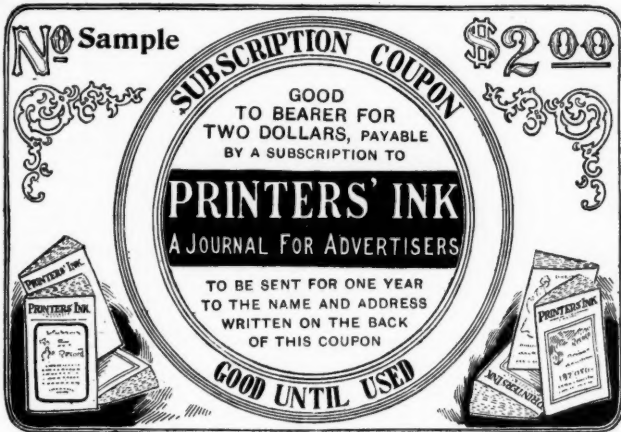
MUNICIPAL ADVERTISING.

Only the West, only a new city like Tacoma, would dare an organized effort to have every citizen leaving its borders to go forth singing of its wonders and scattering circulars giving statistics and facts concerning its trade and its beauties. Tacoma business men are pursuing such a scheme.

Every citizen the town's press agent! Such a scheme could only come out of the West. One could not imagine our effete Eastern cities sending forth its men on boasting bent. Think of being button-holed on a train by an unknown Philadelphian and compelled to listen to the glories of her families. It makes one shudder. Equally unpleasant would it be if cornered at a railroad lunch bar by a stranger from Boston and forced to partake of the wisdom of the Hub.

What will be the outcome of the movement? Will Seattle follow her rival's lead? The "society women" of Tacoma may be expected to hurry East to lose their diamonds in our hotels. Will we see tanbark cushioning the streets about our great hostilities, that visiting Tacomans may sleep? Will they steal lions from zoos and faint at the opera? Where two Tacomans get together will one have the other arrested for the glory of his native town? Here is the test of their patriotism. These are the up-to-date publicity methods, and the West must be up to date.—*New York Evening Sun*.

Agents Wanted.



PRINTERS' INK wants 50,000 subscribers. There are fully that number of people interested in advertising to whom the Little Schoolmaster's weekly lessons would be interesting and profitable and only 14,918 of these have their names on the subscription books. Canvassers are wanted to secure the subscriptions of the other 35,082 subscribers needed to bring the total up to the 50,000 aimed at, and opportunity will be offered for every canvasser to earn good wages. The subscription price is \$2.00 a year or the paper will be sent to four subscribers who form a club, and send in the four names and addresses at one time with \$5.00 to pay for the four subscriptions at the rate allowed to clubs of four or more. Or one subscriber may have his subscription paid for four years by remitting five dollars. All subscriptions must be paid in advance, but to approved canvassers coupons like the above will be sold at a rate that will allow a large profit on single subscriptions at the \$2.00 rate and a moderate profit on subscriptions taken at the club rate. Almost any young man who is interested in advertising matters can obtain a few subscribers, and anyone who wishes to make a business of it can get hundreds of them. Address all correspondence to

CHARLES J. ZINGG, Manager Printers' Ink Publishing Co.,
No. 10 Spruce St., New York.

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Birmingham, Ledger, dy. Average for 1903, 16,670; 1st 6 mos. '04, 19,552. E. Katz, S. A., N. Y.

ARIZONA.

Phoenix, Republican. Daily average for 1903, 6,082. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Little Rock, Arkansas Methodist. Anderson & Miller, pubs. Actual average 1903, 10,000.

Little Rock, Baptist Advance, wy. Av. 1903, 4,550. Nine months ending Oct. 27, 1904, 5,111.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,160; 1st 9 mos. '04, 6,299. E. Katz, S. A., N. Y.

Mountain View, Signs of the Times. Actual weekly average for 1903, 82,542.

Redlands, Facts, daily. Daily average for 1903 1,456. No weekly.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending Oct., 1904, 62,206; Sunday, 87,198.

San Jose, Pacific Tree and Vine, mo. W. G. Bohannon. Actual average, 1903, 6,155. Last three months, 1904, 10,000.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 10,926 (*).

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 28,795. Average for December, 1904, 45,078. Gain, 5,716.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Hartford, Times, daily. Average for 1904, 17,547. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1904, 15,612; Sunday, 11,107.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,517.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827, 1st 9 mos. 1904, 16,003. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1904, 5,855. Average gain over '03, 428. E. Katz, Spec. Ad Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending June 1, 1904, 5,158 (*).

Norwich, Bulletin, morning. Average for 1903, 4,985; for 1904, 5,550.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

Wilmington, Morning News. Only morning paper in State. Aver. cir. 10,006 for 3 months.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 24,088 (©).

National Tribune, weekly. Average for 1904, 100,309.

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, dy. Av. 1903, 8,298, 1st 6 mos. '04, 8,851. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Journal, dy. Av. 1904, 42,688, Dec., 1904, 48,744. Semi-weekly 45,267.

Atlanta, News. Actual daily average, 1904, 24,250. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,430.

IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, daily 2,761, weekly 5,475. First 6 mos. 1904, dy. 3,016, wy. 6,868.

ILLINOIS.

Calre, Bulletin. Daily and Sunday average 1904 to Nov. 30, 1,916; month of Nov. 30, 2,110.

Calre, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, News. First four months 1904, no day's issue of less than 2,600.

Chicago, Baker's Helper, monthly (\$2.00). H. R. Chisold. Average for 1904, 4,100 (©).

Chicago. Alkaloidal Clinic, monthly. Dr W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation 30,000 copies, reaching over one-fourth of the American medical profession.

Chicago. Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1903 67,880, 39 weeks ending Sept., '03, 68,157.

Chicago. Farmers' Voices. Actual weekly average year ending September, 1904, 22,802 (*).

Chicago. Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1904, 4,926 (©).

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1903, 11,666.

Chicago. Journal Amer. Med. Assoc. Wk. av. 1904, 52,425. Oct., Nov., Dec., 1904, 54,514.

Chicago. Musical Leader & Concert-Goer, wk. Aver. year ending January 4, 15,548.

Chicago. National Harness Review, mo. Av. for 1903, 5,291. First 3 mos. 1903, 6,250.

Chicago. Record-Herald. Average for 1903, daily 154,218, Sunday 191,517.

Chicago. Retailers' Journal, monthly. De voted to the grocery interest. Guaranteed circulation 11,000. 36 La Salle St., Chicago.

Clayton. Enterprise, weekly. No issue since 1905 less than 1,008 copies.

Kewanee. Star-Courier. Av. for 1904, daily 3,290, sy. 1,278. Daily 1st 5 mos. '04, 3,296.

La Salle. Ray-Fromien, Polish, weekly. Average 1903, 1,605.

Peoria. Star, evenings and Sunday morning. Actual norm average for 1903, 22,197.

INDIANA.

Evansville. Courier, daily and S. Courier Co., pub. *Sworn* av. '03, 12,619; '04, 12,684. Smith & Thompson, Sp. Reps. N. Y. & Chicago.

Evansville. Journal-News. Av. 1903, dy 12,852, 1st 6 mos. '04, 14,160. E. Katz, S. A. N. Y.

Goshen. Cooking Club, monthly. Average for 1903, 26,578. A persistent medium, as house wives keep every issue for daily reference.

Indianapolis. News, dy. Aver. net sales in 1904, 72,982.

Indianapolis. Star. Av. net sales for Nov. (all returns and unsold copies deducted), 55,614 (*).

Marion. Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Muncie. Star. Average net sales for Nov. (all returns and unsold copies deducted) 27,497.

Notre Dame. The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,032.

Richmond. Sun-Telegram. *Sworn* av. 1903, dy. 5,511. For Feb., 1904, 5,944.

South Bend. Tribune. *Sworn* daily average 1904, 6,589. *Sworn* average for Dec., 6,887.

Terre Haute. Star. Av. net sales for Nov. (all returns and unsold copies deducted), 20,405 (*).

INDIAN TERRITORY.

Ardmore. Ardmoreite, daily and weekly. Average for 1903, dy., 1,951; wk., 5,372.

IOWA.

Davenport. Times. Daily aver. 1904, 9,595. Daily aver. Dec., 1904, 9,705. Cir. guar. greater than all other Davenport dailies combined.

Decorah. Decorah-Posten (Norwegian). *Sworn* av. cir. N. 1903, 59,681. March, 1904, 40,556.

Des Moines. Capital, daily. Lafayette Young publisher. Actual average sold 1904, 56,855. Present circulation over 59,000.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertisement.

Des Moines. News, daily. Actual average for 1903, 45,576. B. D. Butler, N. Y. & Chicago.

Des Moines. Wallace's Farmer, wy. Est. 1879. Actual average for 1903, 55,769.

Muscatine. Journal. Daily av. 1904, 5,240, emt-weekly 5,059, daily, December, 5,907.

Ottumwa. Courier. Daily average for December, 1904, 5,132. Tri-weekly average for December, 1904, 7,975.

Sioux City. Journal. Dy. av. for 1903 (*sworn*) 19,492, daily av. for first nine months of 1904, 21,272. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Hutchinson. News. Daily 1903, 2,768, weekly 2,112. E. Katz, Agent, New York.

Topeka. Western School Journal, educational monthly. Average for 1903, 8,125.

KENTUCKY.

Harrodsburg. Democrat. Best weekly in best section Ky. Av. 1903, 5,532; growing fast.

Lexington. Leader. Av. '03, 5,328. Sy. 4,092, 1st q'tr '04, dy. 5,928, Sy. 5,445. E. Katz, agt.

Louisville. Evening Post, dy. Evening Post Co., pubs. Actual average for 1903, 26,964.

Paducah. News-Democrat. Daily net av. 1903, 2,904. Year end June 30, '04, net paid cir. 2,927.

Paducah. The Sun. Average for December, 1904, 2,961.

LOUISIANA.

New Orleans. The Southern Buck, official organ of Filkdom in La. and Miss. Av. '03, 4,780.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269, 641.

Bangor. Commercial. Average for 1903, daily 8,215, weekly 29,006.

Bowyer. Piscataquis Observer. Actual weekly average 1903, 1,904.

Lewiston. Evening Journal, daily. Aver. for 1903, 6,814 (©), weekly 15,452 (©).

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1903, 8,041.

Portland. Evening Express. Average for 1903, daily 11,740, Sunday Telegram 8,000.

MARYLAND.

Baltimore. News, daily. Evening News Publishing Co. Average 1904, 55,784. For December, 1904, 55,408.

MASSACHUSETTS.

Boston. Evening Transcript (©)(A12). Boston's tea table paper. Largest amount of week day adv.

Boston. Globe. Average for 1904, daily, 178,405. Sunday, 295,568. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

Boston. Post. Average for 1903, daily, 178,308; for 1904, 211,221. Boston Sunday Post, average for 1903, 160,421; for 1904, 172,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-off paper; Sunday rate, 15 cents per line. The best advertising propositions in New England.

Boston. Traveler. Est. 1834. Actual daily av. 1903, 75,532. In 1903, 76,666. For 1904, average daily circulation, 81,082 copies.
Reps.: Smith & Thompson, N. Y. and Chicago.

East Northfield. Record of Christian Work, mo. \$1. Aver. for year end'd Dec. 31, 1903, 20,250. Dec. 31, 1904, 20,660. Over 90 per cent paid subscriptions. Page rate, \$22.40 flat, pro rata.

Gloucester. Cape Ann News. Actual daily average year ending February 15, 1904, 4,804; aver. first six mos. 1904, 6,241; June, 1904, 6,525.

North Adams. Transcript, even. Daily aver. printed 1904, 5,895. Last 3 mos., 1904, 6,166.

Springfield, Good Housekeeping, mo. Average 1904, 171,017. No issue in 1905 less than 200,000 copies. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester, L'Opinion Publique, daily (©). Average Jan., 5,150. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1903, 8,912. Aver. 1st 4 mos. of 1904, 4,100.

Flint, Michigan Daily Journal. Aver. year end-Dec. 31, '04, 6,512 (3). Av. for Dec. 7, 263 (3).

Grand Rapids, Evening Press, dy. Average 1904, 44,807.

Jackson, Press and Patriot. Actual daily average for 1904, 6,605. Av. Dec., 1904, 6,977.

Kalamazoo, Gazette, daily, 1904, 10,811 Dec. 11, 087. Largest circulation by 4,500.

Kalamazoo, Evening Telegraph. Last six mos. 1904, dy. 9,512, Dec. 10, 656, s. w. 9,594.

Saginaw, Courier Herald, daily, Sunday. Average 1903, 8,255; November, 1904, 11,508.

Saginaw, Evening News, daily. Average for 1904, 14,816. Dec., 1904, daily 14,778.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1903, 68,686.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 76,854. First six months 1904, 79,500.

Minneapolis, Journal, daily. Journal Printing Co. Av. for 1903, 57,089; 1904, 64,533; December, 1904, 66,452.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1903, 49,057.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, daily average, 87,929; last quarter of 1904 was 92,222; Sunday 71,221. Daily average for December, 92,510.

Only Minneapolis daily listed in *Rouell's American Newspaper Directory* that regularly publishes its circulation over a considerable period down to date in *Roll of Honor*, and a detailed statement in its own columns. The Tribune is the recognized Want Ad Medium of Minneapolis.

St. Paul, Dispatch, dy. Aver. 1903, 58,044. Present average 57,624. ST. PAUL'S LEADING NEWSPAPER. W. J. av. 1903, 78,026.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 51,541.

St. Paul, News, daily. Actual average for 1904, 56,204. B. D. Butler, N. Y. and Chicago.

St. Paul, Pioneer-Press. Daily average for 1903 54,298. Sunday 50,985.

St. Paul, The Farmer, s-mo. Rate, 35c. per line, with discounts. Circulation for year ending June, 1904, 81,500. Present average, 85,000.

St. Paul, Volkzeitung. Actual average 1904, dy. 12,685, w. 28,637. Sonntagsblatt 28,640.

Winona, Republican and Herald, daily. Average year ending June, 1904, 4,126.

MISSOURI.

Joplin, Globe, daily. Average 1903, 10,510. Oct., 1904, 12,507. E. Katz, Special Agent, N. Y.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 60,265, weekly 183,725.

Kansas City, World, daily. Actual average for 1903, 61,252. B. D. Butler, N. Y. & Chicago.

Springfield, Sunny South, monthly. Actual average for 1903, 2,555.

St. Joseph, News and Press. Act. daily aver. for 1904, 25,957. Smith & Thompson, East. Rep.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 27,950.

St. Louis, National Druggist, mo. Henry H. Strong, Editor and Publisher. Average for 1904, 8,080 (©). Eastern office, 59 Maiden Lane.

St. Louis, Star. Actual daily average for 1903, 64,878.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1903, 68,555; average for 1904, 106,625; average for 1904, 104,750.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,345,511. Actual proven average for past 12 months 1,611,955. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte, Inter-Mountain, evening. Sworn net circulation for 1903, 10,617. Sworn net circulation from Jan. 1 to June 30, 1904, over 14,000.

NEBRASKA.

Lincoln, Daily Star. Actual average for 1904, 15,239.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average year ending June, 1904, 149,808.

Lincoln, Freie Press, weekly. Actual average for year ending June, 1904, 152,035.

Omaha, Den Danske Pioneer, w'y. Sophus F. Noble Pub. Co. Average for 1903, 29,084.

Omaha, News, daily. Actual average for 1904, 41,759. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua, Telegraph, dy. and w'y. Daily aver. 10 mos. '04, 2,870; October, '04, 8,169.

NEW JERSEY.

Camden, Daily Courier. Est. 1876. Net aver. circulation for 4 mos. end. Dec. 31, 1904, 5,687.

Clayton, Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken, Observer, daily. Actual average 1902, 18,097; Sept., 1903, 22,751.

Jersey City, Evening Journal. Average for 1904, 21,106. Last 3 mos. 1904, 21,516.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, daily 58,896, Sunday, 16,291.

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Washington, Star, w'y. Sworn av. '03, 8,759. Sworn aver. for year ending Sept. 1, '04, 8,904.

NEW YORK.

Albany, Journal, evening. Journal Co. Daily average for September, 21,856.

Albany, Times-Union, every evening. Establ. 1856. Average for first three months 1904, 29,626.

Batavia, News, evening. Average 1903, 6,487. Six months 1904, 6,810.

Binghamton, Evening Herald, daily. Herald Co. Average for first three months 1904, 15,310.

Buffalo, Courier, morn.; Enquirer, even. W. J. Conners. Av. for 1903, morning 59,822, evening 55,082; Sunday average 68,586.

Buffalo, Evening News. Daily averag 1903, 79,408. First 3 months 1904, 85,949.

Catskill, Recorder, weekly. Harry Hall, editor. 1904 av., 5,636. Av. December, 5,731.

Cortland, Democrat, Fridays. Est. 1840. Av. 1903, 2,345. Only Dem. paper in county.

Lyons, Republican, established 1821. Chas. H. Betts, editor and prop. Circulation 1903, 2,331.

Mount Vernon, Daily Argus. Average 1903, 2,999. *Westchester County's leading paper.*

Newburgh, News, daily. Av. for 1903, 4,487, 1,000 more than all other Newburgh papers combined.

New York City.

American Machinist, w., machine constr. (Also European edition.) Average 1904, 20,159.

Army & Navy Journal Est. 1863. Actual weekly average for 52 issues, 1904, 9,571 (©). W. C. & F. P. Church, Pubs.

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 37,035, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Guisen, Pub. Co., Ltd. Aver. for 1903, 26,912 (©) (1889).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,292.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,555 (©).

Forward, daily Forward Association. Average for 1903, 48,241.

Four-Track News, monthly. Actual av. paid for six months ending December, 1904, 101,666. January edition guaranteed 120,000.

Haberdasher, mo. est. 1881. Actual average for 1904, 7,000. *Blind's affidavit and Post Office receipts distributed monthly to advertisers.*

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500.
D. T. MALLETT, Pub, 253 Broadway.

Leslie's Weekly. Actual av. year end. Aug. 1904, 69,077 (3). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 245,946. Present average circulation 300,168.

Music Trade Review, music trade and art weekly. Average for 1903, 5,556.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1903 av. circ. 6,402.

Pocket List of Railroad Officials, qly. Railroad & Transp. Av. 1903, 17,992; April, 1904, 19,728.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual gain over 1903, 3,917.

The People's Home Journal, 525,166 monthly, Good Literature, 459,558 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1903, 11,987.

The World. Actual aver. for 1903, Morn., 278,607; Evening, 557,102. Sunday, 558,650.

Rochester, Case and Comment, mo. Law. Av. for 1903, 20,000; 4 years' average, 20,156.

Schenectady, Gazette, daily. A. N. Lacey. Average for 1902, 9,097. Actual average for 1903, 11,625, 1904, 12,574.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1903, daily 53,197, Sunday 55,496.

Utica, National Electrical Contractor, mo. Average for 1903, 2,708.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,379.

Warsaw, Western New Yorker. Smallest bona fide issue since Oct. 1, 1904, was 5,000 copies.

NORTH CAROLINA.

Elizabeth City, Herald, weekly. Actual average 1903, 2,500. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,572. First five months 1904, 10,166.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,862. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. LaCoste & Maxwell N.Y. Rep.

Grand Forks, Normanden, weekly. Av. for 1903, 5,451. Guar. 6,700 after Nov. 1, 1904.

OHIO.

Akron, Beacon Journal. Average 1903, 8,208. N. Y., 523 Temple Court. Av. Nov., 1904, 10,702.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 66,445; Sunday, 60,759. Dec., 1904, 81,415 daily; Sunday, 69,564.

Mansfield, Daily News. Actual average year ending Dec. 31, 1904, 4,860 (3).

Springfield, Press Republic. Aver. 1903, 9,285. April, '04, 10,155. N. Y. office, 523 Temple Court.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown, Indicator. D'y av. '03, 11,009. LaCoste & Maxwell, N. Y., Eastern Reps.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,514.

Zanesville, Times-Recorder. Sworn av. Oct., 1904, 9,571 (3). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1903, 28,020.

Guthrie, Oklahoma State Capital, dy. and wy. Aver. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 25,119.

Oklahoma City, The Oklahoman. 1904 aver., 8,104; Dec., '04, 9,401. E. Katz, Agent, N.Y.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,271.

Portland, Oregon Daily Journal. Actual average for 1904, 15,204. Actual average December, 17,595.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1903, 8,187. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie, People, weekly. Aug. Klenke, Mgr. Average 1903, 8,055.

Erie, Times, daily. Aver. for 1904, 14,257. Dec., 1904, 14,984. E. Katz, Sp. Ag. N. Y.

Harrisburg, Telegraph. Dy. sworn av. Dec. '04, 11,726. Largest circ. in Harrisburg guaranteed.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 598,800. *Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:*

"Awarded June 25th, 1902, by
"Printers' Ink, 'The Little
"Schoolmaster' in the Art of
"Advertising, to the Farm
"Journal After a canvassing
"of merits extending over a
"period of half a year, that paper, among all
"those published in the United States, has been
"pronounced the one that best serves its purpose
"as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them
"through its advertising columns."



Philadelphia, American Medicine, wy. Av. for 1902, 19,327. Av. March 1903, 16,827.

Philadelphia, German Daily Gazette. Average circulation first six mos. 1904, daily 48,942, Sun. day 57,265. Sworn statement. Cir. books open.

The Philadelphia BULLETIN'S Circulation.

The following figures show the actual daily average circulation of THE BULLETIN during the twelve months of 1904:

January.....	159,377 copies.
February.....	186,890 copies.
March.....	183,837 copies.
April.....	182,679 copies.
May.....	179,543 copies.
June.....	185,319 copies.
July.....	181,543 copies.
August.....	183,404 copies.
September.....	185,017 copies.
October.....	187,559 copies.
November.....	191,168 copies.
December.....	190,835 copies.

The BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. MCLEAN, Publisher.

In Philadelphia nearly everybody reads THE BULLETIN.

Philadelphia, Press. Daily average year ending Dec. 31, 1904, 118,242 net copies sold.

Philadelphia, Sunday School Times, weekly. Average for 1903, 102,961. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia, The Grocery World. Actual average year ending August, 1904, 11,741.

The Evening Telegraph

READ EVERYWHERE IN
PHILADELPHIA.
December Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of December, 1904:

1.....	145,781	17.....	144,160
2.....	145,994	18.....	Sunday
3.....	145,036	19.....	144,729
4.....	Sunday	20.....	144,286
5.....	144,255	21.....	142,779
6.....	145,183	22.....	142,665
7.....	145,783	23.....	148,161
8.....	142,744	24.....	144,810
9.....	145,849	25.....	Sunday
10.....	139,087	26.....	Holiday
11.....	Sunday	27.....	142,671
12.....	142,880	28.....	145,966
13.....	142,978	29.....	142,966
14.....	142,603	30.....	142,504
15.....	148,825	31.....	142,847
16.....	144,785		
Total for 30 days.....3,744,095			

NET AVERAGE FOR DECEMBER

144,003 copies per day

BARCLAY H. WARBURTON, President.
Philadelphia, Jan. 6, 1904.

Pittsburg, Labor World, wy. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.

Pottsville, Evening Chronicle. Official county organ. Daily average 1903, 6,648.

West Chester, Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport, Grit. America's Greatest Weekly. Net paid average 1904, 198,758. Smith & Thompson, Ites., New York and Chicago.

York. Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of Y rk homes.

RHODE ISLAND.

Pawtucket, Evening Times. Average daily for 1904, 16,550 sworn.

Providence, Daily Journal, 16,455 (©). Sunday, 19,892 (©). Evening Bulletin 26,556 average 1903. Providence Journal Co., pubs.

Westerly, Sun. Geo. H. Utter, pub. Average 1904, 4,450. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for third 3 months 1904, 8,974.

Columbia, State. Actual average for 1904, daily 8,164 copies, per issue; semi-weekly 2,251, Sunday 9,411. Actual average for last six months of 1904, daily 8,626; Sunday 9,912.

TENNESSEE.

Chattanooga, Crabtree's Weekly Press. Average November and December, 47,044 (©).

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,959, Sunday 28,080, weekly 77,531 (©). 1st 6 months, 1904, daily 28,447, Sunday 45,898, weekly 88,109.

Nashville, Banner, daily. Aver. for year 1903, 18,772. Six months 1904, 20,551. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton, Denton Co. Record and Chronicle wy. W. C. Edwards. Average for 1903, 2,659.

El Paso, Herald. Dy. av. 1903, 2,865 April, 1904, 4,224. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,527; 1904, 1,581.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1904, 5,161.

Burlington, Free Press. Daily av. '03, 5,566, 21-2 mos. to Sept. 15, 6,554. At present 6,900. Examined by Association of American Advertisers.

Burlington, News. Jos. Auld. Actual daily average 1903, 5,046, sworn av. Aug., 1904, 6,161.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1903, 5,098; for 1903, 7,482; for 1904, 9,400.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual daily average six months ending June, 1904, 19,618. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual average circulation last 6 months 1904, daily 26,248. Sunday 48,679. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; wy., 8,912. Average 6 mos. 1904, dy., 14,872; Sy., 18,294; wy., 9,501. S. C. Beach with, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. *Average for 1903, 2,801 (1064).*

Wheeling, News. *Daily paid circ'n 9,707. Sunday paid circ'n 10,329. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.*

WISCONSIN.

La Crosse, Chronicle, daily. *Average 1904, 6,440 (*). Average Dec. 1904, 6,655 (*).*

La Crosse, Leader-Press evening. *Actual average 1904, 6,579. Average Dec., 1904, 6,588.*

Milwaukee, Evening Wisconsin, d'y. *Fvg. Wisconsin Co. Average for 1903, 21,981; December 1903, 25,090; November, 1904, 27,997 (©©).*

Milwaukee, Germania Abendpost, d'y. *Av. for year end'g Feb., '04, 25,376; av. Feb., '04, 24,503.*

Milwaukee, Journal, daily. *Journal Co., pub. Av. end. Nov., 1904, 26,688. Nov., 1904, 26,984.*

Oshkosh, Northwestern, daily. *Average for 1904, 7,231. December, 1904, 7,426.*

Racine, Journal, daily. *Journal Printing Co. Average for 1903, 5,702.*

Racine, Wisconsin Agriculturist, weekly. *Established 1871. Av. for 1903, 23,181. First 10 months 1904, 26,754. Advertising, \$2.50 per inch.*

WYOMING.

Cheyenne, Tribune. *Actual daily average for 1903, 2,709.*

Rock Springs, Independent. *Weekly average for 1903, 1,055. First eight months 1904, 1,582.*

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. *Average for 1903, 5,858; December, 1904, 8,157.*

Victoria, Colonist, daily. *Colonist P. & F. Co. Average for 1903, 2,695; June, 1904, 4,802.*

MANITOBA, CAN.

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. *Average for 12 months ending June 30, 1904, 10,798.*

Winnipeg, Free Press, daily and weekly. *Average for 1903, daily, 18,824; weekly, 15,903. Daily, November, 1904, 28,267.*

NEW BRUNSWICK, CAN.

St. John, Star. *Actual daily average for September, 1904, 6,306.*

NOVA SCOTIA, CAN.

Halifax, Herald (©©) and Evening Mail. *Sworn circulation exceeds 16,000. Flat rate.*

ONTARIO, CAN.

Toronto, Evening Telegram. *Actual d'y. aver. for 1904, 21,884. Perry Lukens, Jr., N.Y. Repr.*

Toronto, Canadian Implement and Vehicle Trade, monthly. *Average for 1903, 5,575.*

Toronto, Star, daily. *Average year ending December 31, 21,225; for Dec., 25,294.*

Toronto, The News. *Largest circulation of any afternoon paper published in Ontario. Aver. 1st nine mos. '04, 22,187. Av. for Dec., 27,428.*

QUEBEC, CAN.

Montreal, Herald, daily. *Est. 1808. Actual aver. daily 1904, 23,550; weekly, 18,856.*

Montreal, La Presse. *Treffle Berthiaume, publisher. Actual average 1903, daily 72,894. Average April, 1904, 86,116.*

Montreal, Star, d'y. & w'y. *Graham & Co. Av. for '03, d'y. 25,127, w'y. 122,269 (1145). Six mos. end. May 27, '05, d'y. av. 25,147, w'y. 122,157.*

(©©) GOLD MARK PAPERS (©©)

(©©) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ©.—*Webster's Dictionary.*

Out of a grand total of 23,265 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (©©), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.80 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (©©). *Washington, D. C. Reaches 96% of the Washington homes.*

GEORGIA.

THE MORNING NEWS (©©). *Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.*

ILLINOIS.

TRIBUNE (©©). *Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.*

BAKERS' HELPER, (©©). *Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.*

KENTUCKY.

THE COURIER-JOURNAL (©©). *Louisville, daily, Sunday and weekly. (©©) Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.*

MASSACHUSETTS.

BOSTON EVENING TRANSCRIPT (©©). *established 1830. The only gold mark daily in Boston.*

BOSTON PILOT (©©). *every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.*

MICHIGAN.

Grand Rapids, Furniture Record (©©). Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (©©) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (©©).

NEW YORK.

THE POST EXPRESS (©). Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (©©).—The highest technical authority in journalism.—*Brooklyn Eagle*.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (©©).

D. T. MALLETT, Pub., 263 Broadway, N. Y.

THE NEW YORK TIMES (©©). Times Square. "All the news that's fit to print." Net circulation in metropolitan district exceeding 100,000 copies daily.

ELECTRICAL WORLD AND ENGINEER (© ©), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (© ©). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (© ©). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE**.

NEW YORK TRIBUNE (© ©), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (© ©). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

THE PUBLIC LEDGER (© ©), the only newspaper admitted into thousands of Philadelphia homes. "Philadelphia's landmarks: Independence Hall and Public Ledger." Circulation growing faster than for 50 years; leader in Financial, Educational, Book, Real Estate, Auction, and all other classified advertising that counts.

THE PITTSBURG DISPATCH (© ©), Pittsburgh, Pa. Delivered in more homes in Pittsburgh than any other two Pittsburgh newspapers.

SOUTH CAROLINA.

THE STATE (© ©), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (© ©) the recognized medium in its territory for investors. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from **LANDMARK**.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (© ©), one of the Golden Domes Newspapers.

NOVA SCOTIA, CAN.

THE HALIFAX HERALD (© ©) and the **EVENING MAIL**. Circulation exceeds 16,000, flat rate.

THE TORONTO GLOBE (© ©) Canada's National Newspaper. United States representatives, BRIGHT & VERREE, New York and Chicago. Sworn circulation exceeds 50,000.

A BRISK circular letter and folder from the Crowell Publishing Co., Springfield, Ohio, outlines a plan for increasing subscriptions to weekly newspapers in connection with *Farm and Fireside*, which is used as a premium.

FLAWS IN THE FOLLOW-UP.

When form letters are not as dry and prosy as a stock inventory, they show several very pronounced tendencies. Many lean toward a vulgar familiarity of tone; they are interlarded with such phrases as, "Now, Mr. Jones," and "Now, Mr. Smith,"—an epistolary way of slapping a man on the back—and they throw such palpable baits to his vanity as, "You, as a man of intelligence," etc. If this kind of a letter pulls the wool over one man's eyes, it repulses and offends a score of others. Another favorite and almost universal characteristic of these letters is that of haranguing a man for not answering the letters sent to him and hitting him in the face with such expressions as: "Surely you are interested in our goods or you would not have answered our advertisement."

It is more important to say the right thing in a letter than in a display advertisement, because the latter is general while the former is personal. If a wrong note is struck in a display advertisement it may fail to attract but it is not liable to offend, because no man will take it to himself; but the case is reversed when you send a letter. If you then say the wrong thing it becomes a personal affront and you not only lose the order but often the good will of the individual.—*Franklyn Hobbs, Chicago.*

TWO KINDS OF NEWSPAPERS IN ENGLAND, SAME AS HERE.

The newspapers in England may be divided into two classes. One class resembles the public houses in poor neighborhoods at which adulterated drink is sold cheap to meet the requirements of those who wish to get excited quickly and at a moderate cost. Those establishments are the cause of much mischief, but of late years many of the proprietors have prospered so greatly that they have transformed their modest inns into gin palaces—handsome buildings, brilliantly lit, so as to attract customers from far and near, and well advertised. The names even of many of the landlords have become known to a large number of people, and these proprietors have some power.

The other class resembles the old-fashioned wine merchants who sell sound wines and spirits to customers who drink intelligently. Unfortunately, several circumstances have in recent years diminished the number of these customers, and therefore some of the merchants are taking to sell less sound wines at a cheaper cost to attract buyers who are not so fastidious and are less rich.—*London Truth.*

A BOOKLET labeled "For those who think," from Harold W. Phillips, Dayton, Ohio, also bears on its cover the legend "for private distribution." The connection isn't quite clear, but probably every man who receives a copy will be flattered. Mr. Phillips is an expert in stimulating newspaper revenue through increasing advertising, circulation, etc., and his booklet is filled with pretty plain talk.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.00 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

Every Advertiser

does well to study the three sets of small advertisements appearing in every issue of *PRINTERS' INK* under the three distinctive headings:

A Roll of Honor

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

(◎◎) GOLD MARK PAPERS (◎◎)

Examination reveals the fact that every paper announced under either of the above captions is one of peculiar value: that to gain admission in the Roll of Honor or the Gold Mark List it is necessary that the paper shall be possessed of a specified distinction that costs nothing but that money cannot buy.

In some instances a paper may be entitled to a position in two of the lists. Such a paper must, of necessity, be of peculiar value. What, then, shall be said of a paper that is entitled to mention under all of the three headings?

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,856 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE DENVER POST, Sunday edition, Jan. 22, 1905, contained 3,742 classified ads, a total of 79-2-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is five cents per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the EVENING JOURNAL for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (◎◎) carries DOUBLE the number of Want Ads of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,636 individual advertisements. Of these 305,556 were transmitted to the DAILY NEWS office by telephone. No free Want ads are published. The DAILY NEWS rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post Office Review.

INDIANA.

THE Indianapolis NEWS during the year 1904 printed 135,367 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,335 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,060 lines; the Sentinel 4,516 lines, and the Sun 2,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,353 more "Want" ads than any other Boston paper. It printed a total of 417,228 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000; 1c. word; $\frac{1}{2}$ c. subsequent.

MINNESOTA.

THE MINNEAPOLIS JOURNAL carried over fifty-six per cent more Want ads during 1904 than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation 1903, 57,639; 1904, 74,333.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,044; now 57,634.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 52,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis by many thousands than any other evening paper. It publishes over 30 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Wanted advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday, one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Great est Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **TIMES-RECORDER** prints twice as many Want ads as any other paper.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; $\frac{1}{2}$ c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMA, Okla. City, 9,401. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., **TIMES** carries from two to five times more classified ads than any other paper.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,000 daily. Classified rate, 5 cents a line.

BULLETIN Want ads pay, because "In Philadelphia nearly everybody reads **THE BULLETIN**." Net paid daily average circulation for December, 190,825 copies. (See Roll of Honor.)

VERMONT.

THE Burlington DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (\$7,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

THE MILWAUKEE SENTINEL not only leads its field in both display and classified, but carried more than one-half of all the classified carried by the five Milwaukee evening and morning papers combined.

Daily, 7c. per line; Sunday, 10c. per line; lower on contracts. **SENTINEL COMPANY**, Milwaukee, Wis.

CANADA.

THE Halifax HERALD (☉) and the **MAIL—Nova Scotia's** recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 23,300, Saturdays 105,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the Want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, December, '04, 35,294.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

A PARTICULAR feature of the Toronto EVENING TELEGRAM's classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday COLONIST than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

A DREAM.

THE FOLLOWING ORIGINAL RHYME WAS READ BY MR. JNO. S. MORRIN, PRESIDENT OF WM. H. LEE & COMPANY, ST. LOUIS, AND THE MORRIN POWERS MERCANTILE COMPANY OF KANSAS CITY IN RESPONSE TO A TOAST: "ADVERTISING AS I SEE IT," AT THE ANNUAL DINNER OF THE ST. LOUIS ADVERTISING MEN'S LEAGUE AT THE WASHINGTON HOTEL, ST. LOUIS, DECEMBER 29, 1904.

There's a charm about a fellow who can spin a spicy tale,
Who can wait you from the present when your drooping spirits fail,
Who can drive away your troubles when you feel a bit depressed,
By his breezy conversation and his not too proper jest.
I was slightly out of humor from my business cares last night,
For a man is bound to worry when his net receipts are light,
So I eagerly assented to a late request to dine,
With an advertising fellow who was bent on opening wine,
He regaled me with a dinner that fairly warmed my heart,
And prepared with all the finish of the culinary art.
We had lobster, roasts and salads, and champagne that's served to kings.
Ah! the havoc to my stomach by those non-digestive things.
But my spirits rallied quickly with his tales and jests and wine,
Which he interspersed at random with the price per agate line.
He talked a bit on pica and the value of display,
And he had me keyed for business—the return to be next day,
With the best of dinners ended, I sought my welcome bed,
To dream of three-sheet posters and to rest my aching head.
Alack! It seemed I'd hardly reached my pillow from the feast,
When I felt myself arising like a cake of Fleischmann's yeast,

On upward, ever rising, through a sky serene and fair,

And I saw I was ascending what was once the Golden Stair;
But the Golden Stair no longer, for the Advertising Craft

Put Charon next to Otis and an elevator shaft,

And a doubt that long assailed me was shattered in a trice,
Whether advertising agents had a pass to Paradise.

For it needed but a moment at the famous "Pearly Door"

To show that advertisers had forsooth been there before,

A wondrous flaming picture that my eyes could not deceive

Said "Mennen's Talcum Powder" was the choice of "Mrs. Eve,"

And one in kindly mention of "Mrs. Lot"—her fault—

Gave her saline composition as the well-known Cerebos salt,

That Noah had a rival I confess it roused my mirth,

When I saw the Barnum poster of "The Greatest Show on Earth."

St. Peter scorned his halo as a rather ancient style,

And met me, to my wonder, 'neath a shining "Dunlap" tile.

No more with wings or sandals, or in pure white robes arrayed—

I saw his shoes were "Douglas" and his clothes were tailor made.

Ten thousand patent nostrums and a cure for every cough;

And I saw the Twelve Apostles wore "The Smile That Won't Come Off."

Elisha sauntered down the street with such a head of hair,

I knew the "Sisters Sutherland" had long ago been there.

And fifty-seven pickles for celestial trade applied,

While the "Zion Times" had "Armour" on a "boiler plate inside,"

A frisky little puppy wagged his tail as to rejoice,

And I recognized the canine that had heard "His Master's Voice."

In a somewhat modern figure and a dame uncommon prim,

I knew the Queen of Sheba and her escort "Sunny Jim."

Mrs. Pinkham was surrounded by angels five or six,

Whose heavenly disorders she had guaranteed to fix,

Prognosticate with certainty just what the fruit would be,

And assist with earnest effort each celestial family tree.

"The Gold Dust Twins" were working with a vim, a rapid rate,

On a "scaly" new arrival; 'twas "Jones; He Pays the Freight."

But 'round the busy corner came a nineteen-five machine,

With Adam, Sampson, in the front and Daniel in between,

Toot! Toot! they blew. "Get off the street; we're on a tear to-day."

We've just been tasting Joseph's Rye—this is "The Only Way."

I tried to dodge, they bore me down—celestial kind of joke—

When just as I was almost gone, I suddenly awoke.

The Star

Considerable interest has been manifest of late in the publication known as the
Newspaper Directory accords the Guarantee Star



The Philad

The Denver

The Kansas

The Minne



For admission to the Star Galaxy in the 1905 edition of the Directory certain

The Minneapolis Farm, Stock

The Red Ba



It may be truly said that the Guarantee Star attached to a publication is a conspicuous distinction which the Directory editor gives to a paper. The Star is a mark of the highest character—costing nothing, after the initial payment, so that the Star will appear in each issue of the book, imbedded in the catalogue of publications, with the rating given in Arabic figures, and always free after the initial payment. The Guarantee for a publisher's honesty and square dealing with an advertiser.

Publishers who are interested in this proposition, its importance and the Star Galaxy, are invited to make application for the terms under which

Please bear in mind that prompt attention on the part of the publisher is essential. I will be glad to give any further information which may be desired.

Charles J. ...

New York City, 10 Spruce St. (2d Floor).
February 1, 1905.

ar Galaxy.

ications known under this category. Last year's issue of Rowell's American Newspaper Directory guaranteed the Star to the following eight publications:

The Philadelphia Bulletin	The Pittsburg Post
The Denver Post	The Los Angeles Saturday Post
The Kansas City Star	The Peoria, Ill., Star
The Minneapolis Tribune	The Toronto, Ont., Mail and Empire

Directory certificates have been issued, so far, to the following four publications:

Arm, Stock and Home

Red Bank, N. J. Register

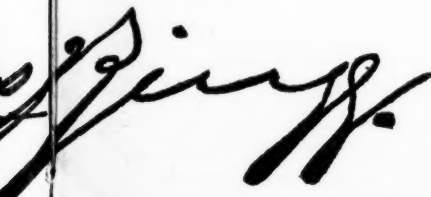
The Minneapolis Journal

The Oakland, Cal., Herald

to a publication in Rowell's American Newspaper Directory is the most concrete. The Star constitutes for a publication possessing it, a perpetual advertisement, so long as the Directory continues to be published. Year after year the catalogue part of the Directory, guaranteeing the accuracy of the latest circulation figures and payment. It stands out bold and bright as the symbol of the highest advertising.

importance and its perpetual value, and who think they might be found eligible to under which admission may be secured on or before February 15, 1905.

of the publisher will greatly facilitate the progress of the 1905 revision of the which may be desired. Address all communications to



Manager, The Printers' Ink
Publishing Co., Proprietors and
Publishers of Rowell's
American Newspaper Directory.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, per line measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: No. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, EC

NEW YORK, FEB. 1, 1905.

THE Frank Presbrey Company is to place a line of magazine advertising of "Sanitas," a washable wall covering, manufactured by the Standard Table Oil Cloth Company of New York. Women's publications will be given preference in the advertising.

A MAN went into the office of the Boston *Globe* to borrow a newspaper directory and Colonel Charley Taylor, in his usual amiable mood, told his secretary to let him have any one he wanted—except Rowell's. Whereupon the borrower went away discontented, because, he said, Rowell's was the only one he had any use for. The edition of Rowell's American Newspaper Directory for 1904 is out of print and that for 1905 will not be ready before the end of May. Any one who has a copy of the latest issue and is willing to part with it, is likely to find a customer at the publication price, \$10, if he announces his possession and willingness in a small advertisement in PRINTERS' INK.

"To Colorado in the Autumn" is a novel folder issued by the Chicago, Milwaukee & St. Paul. An atmosphere of autumn has been secured by reproducing three russet maple leaves for the cover, while the Colorado atmosphere is gained by brief description of the State as a playground for any season. It was designed in General Passenger Agent Miller's office, Chicago.

THE SIX BEST MAIL-ORDER PUBLICATIONS.

A correspondent writes:

In your issue of January 25 you print a list of papers compiled by Mr. Hamblin of the Rowell Advertising Agency, purporting to be the six best mail-order publications in the country, namely:

Everybody's Magazine, Ladies' Home Journal, Woman's Magazine, Saturday Evening Post, McClure's Magazine and Collier's Weekly.

The writer suggests the striking out of the last named publication and substituting for it the *Delineator*.

The editor of PRINTERS' INK believes the proposed amendment may be an improvement of the originally proposed list. Further expressions of opinion on the subject, from interested readers of PRINTERS' INK are invited.

ARRY LUEM & Co., are Chinese laundrymen in Elkhart, Ind. Evidently they have caught the idea of American advertising more exactly than many of their Caucasian compeers, for they send out a letter in Chinese, with a translation, a laundry list upon which to inventory articles, and a reply card to reach them in case the letter makes an impression. The whole set of printed matter is a complete equipment for getting results. Here is a pidgin English translation of the letter:

ARRY LUEM & Co.
Me Good Washee Man.
112 Lexington Avnoo,
Elkhart, Indiana.

DEAR FLIEN—I write letter in Chinese to tell you how to find good washee man. My Flien he put it in Melican for me. Me and my plardner has Laundry on Lexington avnoo at one hundred and twelf. We washee and ilon good. You try us. We do all Hand work. We no tear your shirtee. We careful. We comee after washee and bling him homee. Look at wash list. We do good work cheap.

We will tly hard to please you. Write on tickee when we comee for your washee.

Your fliens, ARRY LUEM & Co.

"A FIELD requireth three things; fair weather, good seed and a good husbandman."—*Old Proverb*. And a paying advertisement requires a good article, good copy and the right medium. *Comfort* supplies the latter.—*Comfort, Augusta, Me., Calendar*.

THE *Baltimore News* is an exceptionally good medium for the advertising of books and new publications. Baltimore is a city of 500,000 people and is noted for its superlative educational advantages. Its inhabitants are cultured, refined and in the main liberal readers of books and new fiction. This field should be a very prolific one for wide-awake publishers.—*Dan A. Carroll*.

A NEW advertising agency established in San Francisco bears the name of Samuel P. Johnston, who for many years has been advertising manager of a large department store in that city. George E. Crump, late of New York and advertising manager of a large furniture house in the Northwest, is associated with him. A brisk little periodical called *Results* has been started to discuss advertising matters and make friends for the new agency.

THE *Booklovers Magazine* is sending out an interesting statement which shows that it has increased its advertising patronage seventy-six per cent. The increase in the number of agate lines carried for 1903 amounts to just 421 pages. In recording the amount of paid advertising carried by the leading magazines for December the *Little Schoolmaster* was able to place *Booklovers* eleventh on the list of 33 publications. The new rate of \$200 a page goes into effect with the March issue and advertisers are free to order space at the present rate of \$150 a page for one year in advance, provided that some of the space so ordered is used in the March number which goes to press February 6th. A discount of ten per cent is allowed on all orders of three pages or over.

MR. J. ROWLAND MIX, who has been for many years well known in the publishing world as the manager of the advertising department of *Scribner's Magazine*, will, after February 1st, in addition to his present office, assume the responsibilities of general business manager, succeeding Mr. W. D. Moffat.

THOMAS C. EVANS.

Mr. Thomas C. Evans, the oldest advertising agent in point of continuous service in the country, and for thirty years located in Boston died last evening at Woolwich, Me., aged seventy-one years and eleven months. He retired from business about six years ago and went to Maine.

He was a native of Bristol, Eng., and was the son of a Baptist minister. He was born Feb. 22, 1833. He came to this country when nine years of age, and spent two years in Wakefield, where his father held a pastorate. The next six years were passed in Michigan. In 1850 he removed to Brooklyn, remaining in New York until 1858, when he returned to Massachusetts.

The first experience Mr. Evans had in soliciting advertising was in a small way for the *Commercial Bulletin* of Boston, with which he was connected from January, 1859, to January, 1862. At the close of his connection with this paper he solicited advertisements for the *Youth's Companion*, *Watchman* and *Reformer* and other papers in Boston.

In September 1862, he enlisted as a private in the Forty-Fifth Massachusetts Regiment. He was seriously wounded in both hands and the left leg at the battle of Kinston, Dec. 14. He was honorably discharged on account of disabilities in February, 1863.

Returning to Boston, he resumed business as advertising agent. From 1864 to 1866 he had as partner A. F. Lincoln, but after 1866 conducted his business alone. The first advertising agent's handbook or newspaper directory was issued by Mr. Evans in 1867. Mr. Evans was at 120 Washington street seventeen years, going from there to Tremont Temple. In 1883 larger requirements led him to move to Washington street, opposite School street. He was an all-around advertising man, having grown up with the business. Mr. Evans early saw the absurdity of the old-fashioned practice of charging for advertising by the square. He said that in the old days it would puzzle a Philadelphia lawyer to know what was a square, meaning as it did four lines with some papers, and as high as sixteen lines with others. At his suggestion many papers abandoned this confusing measurement in squares, and adopted the later method of measuring by the inch or line. He was always open and above board, and inspired the respect and friendship of those with whom he had dealings. For years he placed the advertising of many of the largest concerns in the country.

He leaves a wife, a daughter and a son.—*Exchange*.

THE man who could edit a paper to please everyone went to heaven a long while ago, but hell still yawns for the numerous individuals who think they could do it.

A DEFINITION.

The nearest approach to perpetual motion is a ceaseless and increasing demand by purchasers for a sound article. Good advertising starts the motion and keeps it perpetual.—George Batten.

"ALL between the cradle and the grave is uncertain."—*Old Proverb*. But results from an ad in *Comfort* are as certain to materialize as anything else is certain in this world.—*Comfort, Augusta, Maine*.

A PRESS COUNTER, CAN- NOT, OF ITSELF, CREATE A NEWSPAPER.

Rowell's Newspaper Directory bases a circulation rating upon the average number of complete and perfect copies printed during the year preceding the date of the statement. The American Advertisers' Association, while it was living, and may be even now, believed this definition too liberal, and that returned copies and free copies ought to be deducted from the count. Many newspapers, however, far from agreeing with the dictum of the A. A. A. even go so far as to assert that the Rowell definition is more exacting than it ought to be. A notable instance is that of the *Denver, Colorado, Times* and the *Rocky Mountain News*, whose formal statements sent to advertisers, not only include returned, unsold and free copies, but copies spoiled in printing, which no more constitute papers than abortions constitute population. The "Grand Total of copies printed" is the way the *Times* and the *News* express it. In most cases of this sort the report is based upon the press register that counts not only spoiled papers but press revolutions as well that are made when no paper is running through.

THE Manufacturers' Advertising Club, of Cleveland, is one of the latest additions to the roster of local advertising organizations. Membership is limited strictly to representatives of manufacturing

establishments, so that experiences in that line only may be heard at the monthly dinners. Karl Hodge is president; Wm. Townsley, Jr., vice-president; F. A. McIntosh, secretary; and E. L. Harmon, treasurer. At the first dinner recently in Cleveland the objects of the club were outlined in an address by C. W. Mears, of the Winton Motor Carriage Co., who said in part:

The time of business men is a valuable asset. Our membership includes both sales and advertising managers, because if the sales and advertising departments are not so closely related as to be a unit, then we propose to demonstrate, in our humble way, how easy it is to remedy one of the most flagrant faults of present day advertising. Find a concern where the advertising manager thinks constantly of sales and where the sales manager is in full harmony with the plans and purposes of the advertising manager, and you find a team that will accomplish infinitely more than can possibly be accomplished where the advertising manager prints pretty half-tones and high sounding phrases, irrespective of sales, and where the sales manager looks upon the advertising department as a harmless branch of the business. We aim by admitting to membership both sales managers, and advertising managers, to secure that appreciation of each other's efforts, and that harmony of operation which cannot but secure an enlarged measure of success. If we can accomplish that, the Manufacturers' Advertising Club will have scored a notable business triumph. When we contemplate the vast manufacturing interests of the city of Cleveland and consider that each of these interests owes its being and its progress to strong and resourceful men and women, we gain a faint idea of the great array of talent from which we may recruit a large and mutually profitable membership. Fancy what an interchange of ideas among such men and women will mean to each of us. Real genius does not altogether consist of originating new ideas. If one of us should be able to take another's ideas, and, without being a mere copyist, adopt it successfully to his business, he has done a thing as useful and as creditable as though he had been the parent of that idea. After all there is really nothing new under the sun. The chief difficulty is that we have not yet re-discovered all the old things. Nor do we mean to be mere copyists. In fact, it is so difficult a thing to be a copyist that most of us would fail if we tried. By discussing ways and means with others engaged in selling different products as to the best means of reaching the trade, with debates as to the advantages and disadvantages of various methods of advertising, showing the results obtained, and by putting up for criticism each other's advertising matter, the members of this club will be highly benefited and the standard of our advertising raised to a higher level.

CONTRACTS for the advertising of the Merkel Motor Co., are being renewed as usual, through the Cramer-Krasselt Co., Milwaukee. Magazines, weeklies and trade papers are receiving the business.

THE PROMOTION OF CLASSIFIED ADVERTISING.

Mr. C. Seymour Clark, Assistant Business Manager of the Mount Vernon, N. Y., *Daily Argus*, writes the following, based on his personal experience in building up the classified columns of the *Daily Argus*, which carries more of this business than the combined newspapers in Westchester County:

There are many methods of developing and increasing the want ad department of a newspaper. It is important that the liners are properly classified under appropriate heads such as help wanted, positions wanted, rooms to-let, houses or apartments to-let, for sale or exchange, business opportunities, money to loan, instruction repairing and many other similar heads or classifications which suggest themselves. Having established a popular price for these ads advertise them in every way possible. Use liberal reading notices and display announcements in your own columns.

The following suggestions are based upon experience on a small daily newspaper of over 5,000 circulation. It is well to adopt schemes that you think will operate best in your particular territory. Plans that work to perfection in one section of the country fall flat in others.

Agencies where want ads can be received ought to be established in drug stores in various parts of the city. Supply them with plenty of blanks and signs. A distribution of blanks in every house in the vicinity of each agency ought to be made, accompanied by a circular letter at least once every three months. Posters and billboards can be used effectively for this purpose also.

A messenger service is a great aid providing arrangements can be made with the local telegraph company. The telephone has come into general use in this connection with want ads. Advocate and request the people to telephone their want ads to the office and send a collector for the amount at your convenience.

Employ a solicitor to canvass business men, real estate men and others who would likely have use for these little classified ads. You will be surprised at the results of such a canvass. Probably one of the best methods to draw attention to the classified advertising is by a missing word or letter contest. Offer cash prizes, the larger the better, to the readers who find the largest number of errors or missing letters or words in your want ad columns during a certain period. Make intentional errors each day in the ads and you will be surprised by the number of people who will be attracted by the contest.

Print daily an interesting story con-

cerning the want ads, such as the biggest thing a want ad ever did in your city, possibly it was a block of houses that was sold, tell how many want ads your best agent sent you in a day, figure out how far a person would walk or travel to visit and inspect every piece of property or real estate advertised in one day's want ad columns. Tell about the interesting news that first appears in these columns, such as delayed announcements of marriages, business changes, summarize some of the interesting information contained in yesterday's want ads. Print pictures in your paper of your want ad receiving agencies. Print and distribute a want ad almanac or annual with statistics in regard to your want ads, containing examples of ready-made letters of how to answer business letters received in answer to want ads. This also might contain a map of the city, with dots indicating where the agencies are located.

Use catchy cuts illustrating your want ads. Good syndicate cuts can be secured very cheaply if you do not have an engraving department. Frequently print letters from people who have secured positions or sold real estate or otherwise secured results in your paper.

Put this department in the hands of a competent manager who is familiar with classified business, if the business will warrant the expense. If not insist on the advertising manager devoting a few hours each day to this feature and the results at the end of the year will far exceed your expectations.

"THE USUAL COURT PLASTER."

The following bulletin may be one of the secrets that ties faithful employees to the interests of the Hill Publishing Co., World Building, New York. At any rate the language used by the "Old Man" must make every loyal employee feel that he ought to do a little more than he is expected to do, and in the course of a whole year this means a whole lot to the good of a concern, which has the knack of creating that feeling:

To the Employees of the Hill Publishing Co.:

Another year has rolled around and again I send you the greetings of the concern. I believe there is not a person missing at this roll call that answered "present" in 1903, for which we may all be duly thankful.

There being none dead, and all well enough to use it in their celebration, the usual court plaster will be found attached.

This concern has done a few things during the past year, and has a whole lot of things on the program for 1905; it wants your help and it knows perfectly well that it will get it.

And now you are absolved from every sin of commission and omission against the corporation—forgive ye its sins against you. Be good—and may you have a Merry Christmas and a Happy New Year, this year and next year and all the years that shall be yours,

THE OLD MAN.

CHECKS.

There are only a few really sound advertising arguments open to a savings bank. One of them has been pretty generally overlooked so far. This is the check. It is difficult for the banker, handling hundreds of checks daily, to understand what a bugbear it can be to the man or woman who receives only one a month. A check is as good as cash if you have the means of cashing it, but if you haven't it is an infernal nuisance, a cause of worry and often humiliation. A banker finds his check as good as currency in his own locality. But let him go away from home and try to cash one. The explanations he will have to make to cynical hotel clerks and other strangers ought to give him precisely the viewpoint of the workingman, the farmer and the small retailer regarding checks. Every person receives at least one or two checks in the course of a year. Perhaps two-thirds of the people in the United States receives them with apprehension, simply because nobody knows them. The greatest public benefactor on the check question has heretofore been the corner saloonist. Close to human nature, he takes upon himself the duty that should be the banker's.

* * *

Another convenience appreciated by savings bank depositors is that of a checking account, through which they can pay bills. Perhaps such an account would be found impracticable in large cities. Some years ago the Trust Company of the Republic, New York, gave out home savings banks with the understanding that accounts started in this manner would be subject to check. A very brief trial of the plan, however, led to its abandonment, for the amount of clerical work involved by petty checks drawn against extremely small accounts made it a nuisance and a source of loss. In New York the plan appealed to rather a cheap element of depositors—people on the East Side, cigar store merchant's, etc. In a town where the population is less dense and the average of wealth a little higher than on

the East Side of Manhattan it might be conducted successfully.

* * *

An advertising savings bank ought to take up this check theme systematically in its advertising, and show savings depositors that by opening a small account and becoming known to the teller, or having the means of identification in their pass-books, the check bugbear can be obliterated from their lives. This is one of the things about banking that everybody is presumed to know. They don't know it, as a matter of fact, and it is the duty of the savings bank to educate them. Most of the checks received by farmers and working people are for wages or produce, drawn by local business men, so the element of risk in cashing them is small. In the few instances of doubtful paper the bank would be protected by the depositor's account.

* * *

A third advertising use for the check is embodied in the plan of the Franklin Society for Savings and Homebuilding, Park Row, New York. When semi-annual interest is computed at this institution in January and July the amount to be credited to good-sized accounts is not entered on the passbook, but is paid out directly to depositors by mail. Checks for interest amounting to more than one dollar give an excellent opportunity to address a personal letter to the depositor, telling him how the bank is getting along, and what it does for its clients. The check method of paying interest also does away with the necessity for leaving the passbook at the bank, saving annoyance to the depositor and simplifying the work of posting up interest. In by far the greater number of instances the interest checks are endorsed by depositors and mailed back to the bank for re-deposit.

◆◆◆

A FOURFOLD booklet from the *News and Press*, St. Joseph Mo., contains letters from local merchants commending that paper as an advertising medium. The separate sections are devoted to letters from druggists, dry goods stores, furniture and clothing men, banks, real estate and other advertisers.

CHANGING COPY.

"Change your copy often" is an injunction that has been running through advertising articles for the past fifteen years, until the subject is probably trite to nine readers in ten. Yet nobody knows how very much alive this subject is with the solicitor and "copy chaser"—men whose daily work is getting advertisers to keep awake to their own interests after they have contracted for space. With these men change of copy is a burning question, and the Little Schoolmaster is frequently asker for arguments that will show the necessity for keeping publicity fresh and attractive.

* * *

One of the best of all arguments that may be brought to bear on the procrastinator (or the man who confines his announcements to a business card, which is worse than procrastination) is found in Seymour Eaton's phrase, "Advertising is news." If an advertiser won't publish the live news about his business on his own account, sometimes he will do so when shown how effective a use is made of fresh announcements by his big competitors, the department stores. It is fairly safe to say that one-half the attractive power of the latter lies not in prices, but in fresh store news—just plain old change of copy.

* * *

No item of police news, social gossip or general information in a daily paper escapes reading, no matter how small or in how obscure a position, if it have a good heading. Any merchant can verify this fact from his own experience when it is brought to his attention. No reader of newspapers, however, even if locked up with a single newspaper at a country railroad station for ten hours, ever reads the name of the editor and business manager, the terms of subscription, etc., which occupy a quarter column in choice position at the head of the editorial page. This is consulted only when someone wishes to telephone or subscribe. It occupies much the same relative place in the eyes of the newspaper reader generally as the advertisement that is never

changed. Fresh copy every day, no matter how small the space used, takes the ad out of the last described class and puts it immediately into the category of live news. * * *

An advertiser will in the end be impressed by the persistence of a solicitor who keeps after him to change his copy. If he does not readily see the point himself, it might be well to call attention to the expense incurred by a paper in keeping after him thus, and to show that while this expense is undertaken partly for his own interest, the paper also has an interest in the matter. Every live advertisement means so much commercial news to readers, and is as valuable in one way as fresh police court news is valuable in another. It will be an exceedingly hopeless advertiser who doesn't soon tumble to the fact that what the newspaper publisher considers worth hunting up as commercial news is much more valuable to him.

* * *

Neglect to change copy is more often procrastination than indifference. Allowance must be made, too, for the press of work on retail merchants—the chief offenders. Pressure should be brought to bear to have such an advertiser put the writing of his ad into the regular order of the day's work, instead of leaving it as an incident thereto, and made a matter of so much importance that it will be the first thing done in the morning. After the habit of writing an ad regularly has been developed, a merchant will soon grow to look at it in a new way. Instead of a disagreeable detail of routine, it will become even a pleasure. As the knack of writing develops the art of finding store news will be acquired. Instead of having to hunt all over the shop and explore the dusty corners of his brain for "ideas," there will be brought to his attention many things that he really desires to say in his announcements. This is so certain a rule in the working out that almost any advertiser who once begins to fill a small space daily will eventually want more space in which to give expression to his business.

THE GOLD MARKS.

These marks, in Rowell's American Newspaper Directory, are explained as follows:

(●●) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ●.—*Webster's Dictionary.*

Of late there has arisen an active interest on the part of publishers in securing these marks. In all cases, when such application is made, the publisher is invited to specify his reasons for believing himself entitled to the marks, and if he makes out a case they are accorded. If he fails to make out a case (even although he may have came very near it), the marks are not accorded. The publishers of the Directory do not find it advisable to enter into correspondence with a newspaper on the subject, because to refuse to accord what is asked seems ungracious.

* * *

Below is given a pretty good specimen of the sort of arguments that may be advantageously used to prove a paper entitled to the coveted distinction:

MINNEAPOLIS, Jan. 19, 1905.

Mr. Chas. J. Zingg, Manager Printers' Ink Publishing Company, New York, N. Y.:

DEAR SIR—We realize that in our letter of January 3d containing our application to be included in the Gold Mark list, we gave facts strictly commercial in character, but that there should be logical causes for these facts in a community so much individualized as Minneapolis and the field covered by the *Journal* is necessarily proven by the facts themselves. However, we comply with pleasure to your request for additional proofs as to why the *Journal* should be accorded the Gold Marks.

The Minneapolis *Journal* is one of the comparatively few papers of the country that is strictly institutional." Its whole history is one of character, aims and achievements in which it has more than met every requirement and held its position as the great organ of public thought and life in Minnesota and the great Northwest.

All who know the newspaper situation in Minneapolis understand well the relative value of the Minneapolis *Journal* in every element that goes to make a great newspaper. The facts are exceptional and impressive.

Ninety-nine business and professional men out of every hundred in this city look to the *Journal* exclusively to take the lead in every civic, philanthropic business, political, patriotic and social movement and the *Journal* never dis-

appoints them. In all America there is no paper that holds a larger place in the hearts of its readers—this is a positive and "provable" asset of the *Journal* and can be easily shown by inquiry and investigation. The people who read it swear by it. Its policy is one of helpfulness and generosity. There is no paper published that has so fine and as full an appreciation of the responsibility it owes to the community in which it is published as has the *Journal*. It maintains a spirit of independence in its news columns, its editorial page and in its cartoons and feature departments. It "gives the devil his due" and criticizes where criticism is deserved, but always with a fairness and candor that commands the respect and appreciation of the public. It is pre-eminently a home paper and has as strong a hold on the youth and the children of its field as it has upon the men and women. A jewel deep down in the hearts of these young people is the *Journal Junior*, the schoolchildren's own publication, issued in connection with every Saturday's *Journal* and written and conducted largely by the boys and girls of Minneapolis with such success as to promise to establish an epoch in the development of newspapers.

The *Journal* is the best newspaper in the Northwest and is as good as the best newspaper anywhere. This is no idle boast. It ought to be as good as the best. There is more money put into the expense of its publication than into the publication of any paper in the same size field in the United States. Its editorial and reportorial staffs are larger and better paid. Its art department costs as much and produces as good results. Its cartoonist "Bart" is copied more often than any other man in America. In this latter connection we beg to quote from this month's number of the *Arena*:

"No cartoonist in America, or the world, for that matter, so uniformly illustrates subject matter that is dominating the public mind on the day when the cartoon appears as 'Bart' of the Minneapolis *Journal*. 'Bart' has achieved the unique reputation of always making pictures that mean something and of embodying in a greater degree than almost any other cartoonist a whole situation in a single picture. To-day hundreds of thousands, if not millions of readers of the various great up-to-date reviews that reproduce the most telling and timely cartoons are familiar with the *Journal* through seeing so many of 'Bart's' pictures. Ask any intelligent person on the streets of our eastern cities what daily papers are published in Minneapolis and he will immediately mention the Minneapolis *Journal*—and this is because the *Journal* is the only daily whose name is familiar to his mind."

The *Journal* was the first daily newspaper to print a cartoon every day and these graphic, clever and amusing "editorials in outline" have become world-famous.

The *Journal* grows greater and better every day and it is more read than any paper in either Minneapolis or St. Paul. Its growth is a healthy one. Its circulation in 1902 was 5,000 more than in 1901, in 1903 3,000 more than in 1902, in 1904 7,000 more than in 1903 and all this without using the clap-trap

premiums that characterize the modern circulation building.

1903 was the banner business year of the *Journal* as it was with almost every prominent paper in the country, but notwithstanding that in one issue alone of that year (its twenty-fifth anniversary number) it printed 535 columns of display advertising, and notwithstanding also that it printed during 1903 all kinds of medical advertising, much of it objectionable to many people, and which amounted in value to an average of fifty columns each month, in 1904 during which year it had no special large edition and during which it published no objectionable medical advertising, it not only exceeded its own great record for 1903 but lead every paper in either Minneapolis or St. Paul in business carried. This was done in its six evening only issues per week as against seven issues, including large Sunday issues, by several of its St. Paul and Minneapolis competitors. This business was published at rates too as high as are charged by these competitors for insertion of advertising running through both morning and evening editions.

Every advertiser using it is reputable and representative. Its columns both reading and advertising are absolutely clean; they are always just a little ahead of the production of any other paper in its field—always fresh and timely and are up with the march of progress and of events—the kind that men and women of brains put up to satisfy men and women of brains.

The force of the *Journal* has been and is paramount in establishing reforms in righting wrongs and overturning powerful influences for evil and demoralization, and it does these things with that poise and dignity and consideration which in themselves aid to success in such work. That this is recognized by both readers and advertisers is proven by the fact that the *Journal* has enjoyed a career of uninterrupted prosperity. Notwithstanding general business depression the increase in both income and expenditures has been continuous.

In the making of the *Journal*, loyalty to the institution dominates individual ambition—the *Journal* and its mission first has always been the motto of its personnel.

With this esprit du corps, individual development has flourished and become the pillar of the *Journal's* success. The editorial and reportorial staff has been a great family. Men stay with the *Journal*; they grow expert in its service.

The *Journal's* characteristic policy has been to select men for their natural aptitude, developing their special talents, thus creating a homogenous organization fit for important emergencies.

The *Journal* is the creation of the energy of many minds, moulded and controlled by the judgment and practical wisdom of two men, Lucian Swift, manager, and J. S. McLain, editor. It is read by practically all the newspaper reading people of Minneapolis and the leaders in practical affairs throughout the Northwest.

The *Journal* has proved its practical influence by the part it has had in building up its community commercially, socially and morally and by its success

in entertaining, instructing and amusing the people living in that community. That it bears unique and peculiarly close relations with its readers and the public in general is indicated by the strong co-operation it receives in the maintenance of the *Journal* Newsboys' Band. This band was organized by the *Journal* in 1897 and it has gained a high reputation throughout the Northwest for its proficiency. It consists of fifty-five news boys with a reserve class of as many more and there is constantly a waiting list indicating what high value is placed upon a membership in this organization by these little merchants of the street. The public recognizing thoroughly the motives of the *Journal* in its efforts to elevate the standards of these boys, many without any home environment and many with environment of the worst sort, and to develop in them some finer conceptions have loaned every assistance. During the seven years the band has played over 225 engagements, attending all the important occurrences in Minneapolis and St. Paul and also all the large gatherings in the Northwest outside of these cities. The generous favor extended to it by the public on its every appearance provides the boys with the strongest incentives and the pride of its members in the record of the band and its reputation with the public conduces to a proficiency and a deportment among these boys that is a great satisfaction to the *Journal* and the many friends of the band.

The institutional character of the *Journal* is also highly shown by the great success of its popular excursions. No less than sixty-two of these journeys have been given covering a period of nine seasons, traversing a distance of over 31,000 miles and patronized and appreciated by over 27,000 persons. These excursions have always been planned and managed on the basic principle of affording the maximum degree of comfort and pleasure at the minimum cost to the participant and with the idea uppermost of educating people in a way that only travel can do. These excursions have done more than offer trips within a day's ride of Minneapolis. They have literally been from Lake Superior to the Cities of Mexico and Havana, from Quebec to San Francisco and Los Angeles. In the winter of 1897-98 a thirty-day tour of Mexico and California was successfully made and during the following winter, directly after the war, was given a thirty-day tour of the South, Florida and Cuba. Persons of medium and less than medium incomes have also been afforded opportunities to visit the world's fairs in Chicago, Omaha, Buffalo and St. Louis at unusually moderate expense and with the greatest luxury and comfort. All these excursions have been sincerely and thoroughly appreciated by the public and one of the highest proofs of loyalty to these *Journal* enterprises is the fact that many persons who went on the Mexican tour, took the Cuban trip the next year, the Great Lake trip the next year and so on, while as far as the shorter trips are concerned scores and scores of persons voluntarily say they take their vacations on *Journal* excursions. It is the usual occurrence for readers to call upon or telephone the *Journal* inquiring

"When is your next excursion?" "Where is your next excursion going?" "Why don't you run an excursion to such and such a place?" indicating strongly how close to heart the *Journal* readers have taken this enterprise.

The *Journal* is Republican. It is, however, the custodian of its own political convictions and while aiming to be the exponent of its party's broadest statesmanship and an adherent to its essential principles it has never hesitated to take issue with its party when the policies and performances of that party have seemed to be unwise and unpatriotic. It has unswervingly and conscientiously endeavored to set out the facts of the political situation at all times, without prejudice for or against any political party. So successfully has this been accomplished that the *Journal* has come to be recognized not only in Minnesota but in North and South Dakota as the best source of political information, not only about those with whom it has the closest political affiliations, but also concerning all parties and factions. The unvarying requirement by the *Journal* is facts fairly and impartially told, and no favoritism for the candidates, or special interests, or party factions.

The *Journal's* Woman's department covers everything of social and practical interest to women, and so successfully has it done this that it is considered the organ for every line of modern development in the life of the most prominent and intelligent Minneapolis women.

The *Journal* has also achieved the marked distinction of being regarded as an authority on business topics in Minneapolis, St. Paul and throughout the entire Northwest by reason of its extensive and reliable Commercial and Financial page.

Minneapolis is the greatest grain market in the world and the personnel of those engaged in it is superior to that of any similar interest in the country. The conditions of the great grain interests in Minneapolis are such as to attract the best men of the most intelligent minds and to meet and satisfy the requirements of such concerns as these men are members of, is creditable in the extreme and surely individual in newspaper production. This class of people are distinctively the clientele of the *Journal* and place in it the fullest confidence. They patronize it absolutely, exclusively as with the exception of a bucket shop concern the advertising of which the *Journal* will not run in its columns, and another concern which conducts a purely speculative institution. The *Journal* is the only paper in its field that carries any of the advertising of these grain houses. We enclose the market pages of the *Journal* and of the *Tribune* that comparison on this point may be made.

The *Journal* is also the recognized organ of the land interests of the Northwest. This is such an important element in the production of the *Journal* that it maintains a special land news and advertising department, and this recognition is evidenced by the fact that the *Journal* carries practically exclusively the land advertising of Minneapolis, St. Paul and the Northwestern

country. It devotes to these land interests one page each week to each of the States of Minnesota, North Dakota and South Dakota, and these pages are usually entirely occupied by the advertisements of the several land companies and of the various communities that are appealing to the homeseekers of the country to come to them for settlement. These advertisements are run at the rate of seventeen cents per nonpareil line in the face of the fact that other papers offer to insert them for a small percentage of this rate.

The *Journal* is receiving the recognition of the banking and financial classes of the city practically exclusively. It carries eighty or ninety per cent of all the bank and financial institutions advertising that is run in Minneapolis. This fraternity read the *Journal* practically exclusively and state that it is the representative and reliable financial medium of its community.

Now, my dear Mr. Zingg, we think we have indicated clearly that advertisers value the *Journal* more for the class and quality of its circulation than for the mere number of the copies it prints, although this number is comparatively large.

I have tried to show you that the *Journal's* character, its traditions, its very life are the product of steady and continuous development of fixed principles; that it is free from rampant sensationalism and that it spares no effort, or expense, to exploit every legitimate journalistic field.

Realizing its responsibility as an institution of publicity it guards the good name and reputation of the humblest zealously from erroneous, or false accusations. That its standard is high, upon the theory that "a gentleman's newspaper should be like a gentleman's conversation," and always welcome in the home. That it is clean and fair; and that while slow to adopt the seductive proposals for a theoretical millennium, its columns are at the service of those who are working for the betterment of society, and that it accords also a fair hearing to projects at variance with time honored ideals.

That it stands for honesty, for success and for the liberal rights of man and entertains the warmest sympathy for any and every movement which tends to the elevation of society and of the individual.

That its 66,000 and more readers are of the classes and of the quality that appreciate these things is proven by its steady and successful prosperity, and by the fact that it receives more advertising patronage from the local retail merchants both large and small, from the local financial interests, from the great grain interests, from the important and large land and immigration interests and from the general foreign advertisers of the country of the highest grades, both large and small, than other papers published in its field at rates at least as high as these papers charge and by the fact that it maintains its large circulation at two cents per copy when all these other papers in its field charge but one cent.

It takes readers that are pleased with what they read and by the character of the paper which they read who will

continue to pay two cents for their paper, and who will give returns to advertisers sufficient to justify their continuous and increasing patronage.

Mention has been made in the foregoing part of this letter of the fact that the *Journal* will not make contracts for objectionable medical advertising nor accept questionable or suggestive or improper classified advertising. This policy was instituted January 1, 1904, with very considerable apprehension, as this business amounted to a very considerable volume, and no other paper in either Minneapolis or St. Paul refuses these classes of advertising. We have pleasure in saying, however, that our letter files are full of letters from our readers all over the Northwest, felicitating us on our stand in this regard and our patronage in every line of advertising has so increased as to make up in many fold the loss of the objectionable business.

If by this presentation of additional proofs we have not shown that the *Journal's* circulation is one of qualitative value, and if we have not made out a case by virtue of which we will be entitled to a place in the Gold Mark list, please advise us.

Yours very truly,
W. MCK. BARBOUR, Adv. Mgr.,
The Minneapolis *Journal*.

* * *

The following editorial which appeared in PRINTERS' INK, in its issue of June 24, 1903, pretty fully represents the meaning of these coveted symbols:

The so-called "gold marks" accorded to about four score newspapers in the last issue of Rowell's Newspaper Directory, it would appear from what is said in a four-page article printed elsewhere in this issue, are only applied to papers that have higher advertising rates than their circulation would warrant but seem justified by the appreciation and esteem in which they are held by advertisers. They are generally publications with a name and a history. Not being able to compete in circulation statements with newspapers sold at a lower price, many of them decline to allow anybody to know how many copies they print. The Brooklyn *Eagle* and Chicago *Tribune* are of this class. Some others, however, are so well convinced of their value as to be content to report their actual issue and stand or fall by the facts as they exist. In this class is the New York *Evening Post* and Boston *Transcript*. The last named is a remarkable example of the value of this straightforward method, for it carries more advertising than any other Boston paper, although its charges are much or nearly as much as is demanded by enterprising competitors known to print from five to eight times as many copies. The writer of these lines once told an officer of a New York charitable institution, who desired some notice in the reading columns, that the New York *Evening Journal* printed twenty times as many copies as the *Evening Post*. "That may be," said the philanthropist, "but a notice in the *Post* will do our society twenty times as much good as the same notice in the *Journal*." That man's idea is the one we are attempting to illustrate.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

ADVERTISING MAN who can deliver the goods profitably wants management, large daily. "B. N.," Printers' Ink.

WANTED—Manufacturers' agents to handle our line of advertising novelties. ST. LOUIS BUTTON CO., St. Louis, Mo.

WEB PRESSMAN, competent and strictly sober, desires change. Address "M. P. J.," P. O. Box 672, N. Y. City.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

EVANGELIST will conduct something new in live paper for fair pay. Address "EVANGELIST," care Printers' Ink, N. Y.

WANTED—To purchase, an established daily or weekly Republican paper in West Virginia. Address "NEWSPAPER," P. O. Box 102, Wheeling, W. Va.

WANTED—A competent man to take charge of a small composing room. Must understand all lines of the business. Address "P. O. Box 686," Detroit, Mich.

WANTED—Position in somebody's advertising department as assistant. Don't know it all, just enough to make good. TOP FLOOR, 259 Sheffield Ave., Chicago.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid; agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

I WANT TO CO-OPERATE with reliable General and Special Advertising Agents in all parts of the world. References exchanged. JNO. S. OGLESBY ADVERTISING AGENCY, Austin, Texas.

ADWRITER, woman (24), capable of doing first class work, Page-Davis graduate with some experience, desires position as assistant to Advertising Manager in Department Store. Address "T. B.," Printers' Ink.

A WIDELY copied newspaper writer, capable of conducting a humorous department and doing unique features will be open to engagement. Will submit copy and references on approved application. Address "G. D.," Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

TWO energetic and responsible young men, with large business acquaintances, desire to be the exclusive representatives in Kansas City of some responsible house. References exchanged. CAMPBELL CHAPMAN, 304 Chapman Bldg., Kansas City, Mo.

WANTED, by progressive advertising agency, writer of advertising literature, capable of producing class of work required by advertising agency. Exceptional opportunity for man of ability desiring to permanently locate in one of the large western cities. Address "C.," care Printers' Ink.

SALARIED MEN—If you are looking for a position of any kind, send for application blank. All classes of reliable men whose credentials have been thoroughly and satisfactorily investigated, furnished free to employers. CREDENTIAL EMPLOYMENT CORPORATION, 253 Broadway, New York.

JAPANESE YOUNG LADY. cultured, attractive, speaks good English, wears native costume, would manage a room or demonstrate article of merit; excellent saleswoman. Address MISS TAKARA, care Printers' Ink.

Q5 TO \$10 A DAY made by conducting a MAIL ORDER BUSINESS at home or office during spare hours or evenings, under our successful system; small expense starts you. We furnish complete outfit, catalogues, stationery, advertising, etc., supplying merchandise as orders come in to you. A fine business, cash coming in daily. Exceptional line mail order goods. Catalogue and complete information for **CHICAGO SPECIALTY CO.** (Est. 1885), Chicago.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK.**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 30 cents per line, six words to the line. **PRINTERS' INK.** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

IF you are competent to fill a high-grade business or technical position, there are many opportunities on our lists which you would like to consider. We have a unique system of supplying right men for right places and right places for right men, and hundreds of employers rely on us to fill all their responsible positions. Our booklets, which are free for the asking, tell all about our methods. Officers in 12 cities. **HAFSGOODS (Inc.)**, Brain Brokers, Suite 511, 309 Broadway, New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 82 Temple Court, New York.

A New England Advertising Agency has an opening for an experienced Advertising Solicitor, a Writer and an Artist.

Applicants must be thoroughly reliable and acquainted with all branches of the business.

Address with references,

"BUSINESS,"

Care Printers' Ink.

BUSINESS MANAGER WANTED.

Established trade journal wants competent manager for its business office. Leading paper in its line; circulation exceeds guarantee to advertisers, and in splendid shape to make big showing on advertising. Office thoroughly organized, but needs energetic manager who can assume responsibility and push the business end. Salary \$50 weekly and percentage of increased sales. It's a chance for a reliable man with ideas and executive ability and thorough knowledge of publishing and printing. Highest credentials required. Address, with full particulars,

TRADE PUBLISHER.

Care Editor, Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES.

FOUNDATION for local monthly. Buyer should have imagination. Be able to see possibilities of property. One who understands getting business. Can make present \$2,000 value worth \$20,000. This is an opportunity thus far overlooked. Will you call or write?

EMERSON P. HARRIS.

253 Broadway, New York.
Dealer in Publishing Property.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

PUBLISHERS.

TO PUBLISHERS AND ADVERTISING AGENTS

WE ARE CONTINUALLY IN THE MARKET FOR STOCKS. PUBLISHERS WHO HAVE TAKEN ANY STOCKS IN EXCHANGE FOR ADVERTISING SPACE, WRITE US. MARK T. LEONARD & CO., BROKERS, 1001-108 LA SALLE ST., CHICAGO, ILL.

MAIL ORDER BUSINESS.

10,000 Classified Names for sale. New List. Residents of Md., Va., W. Va. and Pa. \$1.50 per 1,000. **EXCLUSIVE ASSOCIATION**, 22 Fair Oak Ave., Baltimore, Md.

ADVERTISING LETTERS.

THERE'S ONLY ONE.

There's only one "Letter Shop."

There's only one Franklyn Hobbs,

That's Franklyn Hobbs, Himself,

Composer and Editor of Advertising Letters,

AND HE'S STILL

At the "Letter Shop"

In the Caxton Block, Chicago.

PRINTING.

PRINTING at reasonable prices. **MERIT PRESS**, Bethlehem, Pa.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. **S. F. MYERS CO.**, 46w, 48-50 52 Maiden Lane, N.Y.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million valentine boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,

11 Verona Street,

Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust.

FOR SALE.

PRESS FOR SALE—Fine Campbell Press 41x54 bed, absolute register. No better distributor in market. For particulars address "M.," Printers' Ink.

FOR SALE—Independent daily paper in city of 15,000, east central Michigan, with Cox Duplex Press and Mergenthaler, for \$18,000, \$10,000 down. Splendid property in prosperous part of the State. Circulation 3,750. Proposition No. 37. **B. J. KINGSTON**, Newspaper Broker, Jackson, Mich.

WRITERS AND ILLUSTRATORS.

WRITERS, compilers, designers, illustrators. Our work is original, convincing and attractive—"sell the goods." May we not hear from you? HELLER-BARNHAM, Globe Bldg., Newark, N. J.

COIN CARDS.

10¢. \$10. any printing. Samples free. KING KOIN KAKRIER, Beverly, Mass.
 \$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.
 1,000 for \$3. 10,000. \$20. Any printing. Acme Coin Mailer Co., Ft. Madison, Ia.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. H. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

PRINTERS' SUPPLIES.

NEWSPAPER body type, 8-pt. modern Roman, new, at 25¢. J.B. EMPIRE TYPE FOUNDRY, Delavan, N. Y.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

MAIL-ORDER NOVELTIES.

DRUGGISTS, grocers, opticians, cigar dealers. Send dime for 10 business bringers, sure winners. LENNOX ADV. CO., Findlay, O.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. SINGER BROS., 32 Bowery, N. Y.

POSTAL CARDS.

PRICES and samples of post cards. Write STANDARD, 61 Ann Street, N. Y.

CARBON PAPER.

YOU OUGHT TO READ a "Pointer on Carbon Paper," a brief treatise interesting to every user of carbon paper. Write to us on your printed stationery, and learn some things you never knew before. You may save money—we make some. CLARK & ZUGALLA, 100 Gold St., N. Y.

SUPPLIES.

USE "Rellance" absorbent paper on your mimeograph. INK dries quick as a wink; never smuts. Get samples and prices from FINK & SON, Printers, 5th, near Chestnut, Philadelphia.

D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magnum cut inks than any other ink house in the trade. Special prices to cash buyers.

PUBLISHERS, Manufacturers, Paperhangers, Billposters—everybody that uses paste is learning the advantages of using Bernard's Cold Water Paste. Sample package by mail to any interested person. BERNARD'S AGENCY, Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine retapers and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tops. For sale by the trade and manufactured by the DOXO MFG CO., Clinton, Ia.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. FIEDMONT FURNITURE CO., Stateville, N. C.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

WANT ADS, 5c. line; min. 15c.; guar. cir. 2,100. THE EVENING BEE, Danville, Va.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

OVER 1,100,000 copies "22 Business Bringers." THE RELIGIOUS PRESS ASS'N, Phila., Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

THE EVANGEL. Scranton, Pa. Thirteenth year; 20c. agate line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

LOWELL (Mich.) LEDGER, weekly. Av. for 1904, 1,359. High-class circulation among prosperous fruit growers, farmers and villagers.

"REAL ESTATE," Amsterdam, N. Y. circulation 3,000, for real estate dealers and owners. \$1.00 a year. Names of buyers each month.

THE TROY (O.) RECORD publishes an average of from 25 to 75 more local and county news subjects than any other small town daily. The RECORD's average is more than 100 each issue.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 50,000 circulation guaranteed, proven; 200,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

THE PULLING POWER

OF

THE ZANESVILLE SIGNAL.

Nothing equals it in Southeastern Ohio. Printed in a city of 30,000 thrifty, money-spending buyers. Circulates besides in hundreds of nearby rural communities and 64 surrounding towns. Contains latest Associated Press reports and reaches thousands on afternoon and evening of day of publication. A fresh, newsy, clean, well-printed, twentieth century family daily. Makes a specialty of Southeastern Ohio news, which wide-awake local correspondents send in from hundreds of centers, binding readers to The SIGNAL with hooks of steel—making subscriptions "stay put." Has all the merits needed to reach, attract, impress and convince the ad-reader. A tried and effective bringer of business.

Circulation guaranteed exceeding 5,000.

Rate, 14 cents an inch flat.

THE ZANESVILLE SIGNAL,
 James R. Alexander, Publisher,
 Zanesville, Ohio.

ADVERTISING NOVELTIES.

A GENTS wanted to sell ad novelties; 25¢ com. 3 samples, 10c. J. C. KENTON, Owego, N. Y.

"O, MAMA," latest novelty advertising card; sample and price 4c. SOLLIDAY NOV. ADV. WORKS, Knox, Ind.

L EATHER ad novelties—best made—cat. free. Large order booklets, catalogues, cheap. BURNETT PRINTING CO., Rochester, N. Y.

P ULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor sign. Complete line of Pulveroid Novelties and Buttons Samples free. F. F. PULVER CO., Rochester, N. Y.

W RITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

P REMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c.

WICK HATHAWAY'S 'CRN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6¢ envelope, penny postage. \$25 per 1,000, including imprint. Send 10c. for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

I Buy for Cash

for export, in large quantities, any original and worthy counter-selling novelty (mechanical, medicinal or toilet), or any attractive sundries which are, in my judgment, adapted to foreign drug or allied trades—anything, in fact, which the retailer will buy and can sell. No trash wanted. There are no advertising schemes or other tails to this life—merely clean, straightforward business. I will pay good money for all the desirable novelties I can find. I am a "cinch" for any manufacturer with good goods, but no capital to exploit them with, who would give dollars to know my name and address. Plenty of success references.

WM. A. RICHARDSON,
84 Central St., Boston.

REAL ESTATE.

REAL ESTATE ADVERTISING

is my sole specialty—my cherished hobby. If you want to shake up the dry bones of a dull season, or largely increase your rent or sale business under normal conditions, send \$2 for a new and original ad to suit your case. I will write such a one of mine as hit the bull's-eye here in Chicago, where Real Estate Agents are plenty and competition keenest. My copy can be used by you in several inexpensive ways and I'll give you free advice how to do it. I write Real Estate Booklets, too. CALVIN H. MILLS, 521 Wabash Avenue, Chicago.

HALF-TONES.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60.
Delivered when cash accompanies the order.

Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn

BUSINESS PROMOTION.

B USINESS expert who has devoted a life's study to problems that exist in all businesses, can help overcome your troubles in the profit matter—whatever your line—and outline successful promotion or money-getting "scheme." Written plans. Moderate fee. Circular on application. Correspondence strictly confidential. "S," 400 Ellsworth Bldg., Chicago.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. SMITH Ptg. CO., 815 Broadway, Toledo, Ohio.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$15. ALBENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

PRICE CARDS.

SEND for samples of our handsome price cards. Made in various styles, 40c. per 100 up. BIDDLE P. C. CO., 10th and Filbert Sts., Phila., Pa.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

HOUSE-TO-HOUSE DISTRIBUTING.

A THOROUGH and judicious house-to-house distribution of printed matter or samples will produce quick and satisfactory returns for any general advertiser whose goods are meritorious and are on sale at dealers, because your advertisement can be made to tell the whole story at just the cost of composition and stock. Your advertisement is placed directly into the homes to the exclusion of all others.

A majority of the heaviest users of different lines of advertising issue the greatest quantities of printed matter or samples for house-to-house distribution.

For over fourteen years I have devoted my whole time to the general house-to-house distribution of advertising matter, taking full control for many leading general advertisers, and have given such general satisfaction that my system is now recognized as the only established agency of known reputation. I make a thorough guaranteed house-to-house distribution of printed matter or samples in every town and city of importance in the United States, through reliable, experienced local men at each point, who make this work their exclusive business and personally superintend the distribution of all matter. My object is to interest more advertisers in this particular branch of advertising, and I shall be pleased to describe my system fully upon application.

WILL A. MOLTON.

National Advertising Distributor,
Main Office, 442 St. Clair St., Cleveland, O.

ADDRESSING MACHINES.

A DDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 39 Murray St., New York. 1310 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
133 Liberty St., New York.

ADDRESSES FOR SALE.

COMplete N. E. towns at lowest prices. NEW ADDRESS CO., East Haverhill, N. H.

1,250 ADDRESSES on rural routes out of Greeley, accurately compiled and printed, just completed. Give head of family, address, occupation, tenant or owner, name of wife, and children over fifteen years; \$1. TRIBUNE, Greeley, Colo.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR Ptg. CO., 514 Main St., Cincinnati, O.

GOOD PRINTING—500 envelopes, \$1.50; 1,000 for \$2.00. Other printing, same rate. SUN PUB. CO., Paulsboro, N. J.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way

NEW CUTS and advertising copy for your line are cheap enough by our method. ART LEAGUE, New York.

ADVT. WRITING—nothing more. Been at it 14 years.

JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

HENRY FERRIS, his [H] mark
Advertising Writer and Adviser,
Drexel Building, Philadelphia.
627 Temple Court, New York.

PRINTING

Of every description, the way it should be done. Mailing slips, price lists, circulars, booklets and business announcements of all kinds a specialty. A neat job and a fair price always guaranteed. Try us if you will be pleased.

PRINTERS' INK PRESS,
45 Rose Street, New York, N. Y.

SIX "NEVERS."
The man who places first cost ahead of the selling power gained from pertinent originality and attractive novelty.

NEVER EMPLOYS ME.
The man who regards advertising as a mere item of his Expense Account to be kept down, and not as a systematic, painstaking effort to buy notice for his wares.

NEVER EMPLOYS ME.
The man content to turn his work over to the lowest bidder, and who is chiefly interested in being certain that he has reached the very lowest bidder.

NEVER EMPLOYS ME.
The man who has not a strong belief—yes, a very strong belief—that it will pay him to have his advertising ventures so individual and attractive as to secure their being carefully kept and constantly talked about.

NEVER EMPLOYS ME.
The man who is satisfied with Commercial Literature not a whit better than his competitors have been and are now sending out—that is to say, the man who cannot see any pecuniary advantage in being a cines by himself—

NEVER EMPLOYS ME.
The man who cannot, or will not, see that he incessantly needs fresh opportunities to sell his goods before their sale can increase, and then does not feel drawn to secure such opportunities by buying and paying for them.

NEVER EMPLOYS ME.
In addition to the above "Confessions," I make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Circular Letters (of the latter often a series), Newspaper, Magazine and Trade Journal Advertising. Street-Car Cards—in short, Commercial Literature in all of its many possibilities.

I make all of these things without one atom of reverence for "ruts" stereotyped methods, or even for the way other people usually make them, and I have never a strong aversion to so-called "funny" (h) advertising.

No. 888 FRANCIS I. MAULE, 408 Sansom St., Phila.

PAPER.

BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

CARD INDEX SUPPLIES.

SAVE money by buying from the manufacturers. Index card supplies for all makes of cabinets.

STANDARD INDEX CARD CO.,
Rittenhouse Bldg., Phila.

ILLUSTRATIONS.

SIGNATURE CUTS. Stamp for folder. CARVETH, Artist, 8, 1612 Wabash Ave., Chicago.

SIGNS.

Devote ten per cent of your advertising appropriation to Hoke-Process Big Steel signs, placed outside of stores that sell your goods.

An outside sign is better than indoor because the thousands who deal elsewhere also see it.

A 2x4 ft. sign in quantities will cost about \$1 each, including frame, and will last for years.

A special sample with your own ad will cost us several dollars to make, but we will make one for any business house, and prepay express charges, on receipt of copy and 50c. in postage stamps.

The \$am Hoke sign shops, New York,
630 West 52d St. (at North River).

Advertising Agencies.

Advertisements under this head, two lines or more 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

CURTIS-NEWHALL CO., Los Angeles, Cal. Established 1895. Largest and best managed advertising agency on Pacific Coast. Write us.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

NEW JERSEY.

MAIL order advertising a specialty. THE STANLEY DAY AGENCY, Newmarket, N. J.

NEW YORK.

O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advertising exclusively.

DOREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila, etc.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

PENNSYLVANIA.

THE H. I. IRLAND ADVERTISING AGENCY, (Established 1890),
925 Chestnut Street, Philadelphia.

RHODE ISLAND.

O. F. OSTBY, AGENCY, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

CANADA.

DEVELOP this advertising field. It is most inviting. We can advise as to mediums, and how to use them. Write us. THE DESBARATS ADVERTISING AGENCY, Ltd., Montreal.

HAWAII.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population make our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

The German Daily.

The question that often confronts the advertiser is "Does advertising in the German newspapers pay?" Some advertisers unhesitatingly say that German papers bring greater returns for the expenditure than English dailies in the same city.

Reader for reader, the pulling power of good German papers is no doubt higher in most all lines of business than even the large metropolitan dailies.

In Philadelphia, which is known as the City of Homes, it is estimated that over 60,000 Germans own their homes. The German is a home-maker and a home-buyer, very thrifty and a keen business man. His local daily paper will interest him in purchasing from those advertising in his native tongue. The fact that you advertise in his German paper convinces him that you want German trade.

The question of German copy is not complicated, for the leading German dailies have especially well-drilled translators for advertising copy, so that the same matter that tells the whole story to English readers is convincingly told in German.

Statistics show that over 200,000 Germans are arriving in this country yearly, and have averaged over 100,000 a year for the past twenty years. According to the latest census, Philadelphia has over 350,000 persons of German parentage, or 36.9 per cent. of the entire population. The census credits this country with about 8,200,000 persons born of German parentage.

There are 772 German publications in the United States, of general circulation, fourteen of which are published in Philadelphia, as follows: four dailies, four Sundays, two weeklies and two monthlies. The American Newspaper Directory credits three of these with circulations over 10,000 copies. The GERMAN DAILY GAZETTE leads with a SWORN DETAILED circulation of 48,942 net paid copies, with a guarantee that it is fifty per cent. greater than that of all other Philadelphia German daily papers combined.

Every judicious advertiser, either local or general, will not be at a loss by choosing such a paper as THE GAZETTE.

The Two Causes.

A story recently appeared in the Brooklyn *Eagle* about a dry goods merchant who was forced into insolvency, and who happened to be the fourth bankrupt whose stores were located within a block or two of each other. A successful merchant in that same vicinity when asked the reason for these failures replied as follows:

"High rents and the persistent efforts of the New York salesmen who overload their customers with goods for which they have no use."

With my system of getting cash in advance for my goods, it is an utter impossibility to overload my customers, as no sane man wishes to squander his bank account by ordering inks which he does not need. Of course my sales are not as large as some of the credit ink houses, but I have the money tucked away safely in my jeans, and work on the system that a bird in the hand is worth two in the bush. Send for my price list, and at your leisure figure out how much cash you actually gave to your ink man simply for allowing you thirty or sixty days' time on your purchases. When my inks are not found as represented, I refund the money and pay the transportation charges.

ADDRESS

PRINTERS INK JOHNSON,
17 Spruce Street, NEW YORK.

STARKE

is now

PUBLISHER

of the

American Advertiser

This announcement means that the AMERICAN ADVERTISER, which is the oldest advertising journal in the world, will be made the best. That is Starke's goal. Judge from the current number whether he is on the right track. Better—judge for a year.

Every issue will have many things intensely interesting to advertisers.

Straight business information; good business inspiration.

This is absolutely the only frank, fearless, outspoken advertising journal published. Starke says something every issue. Those who know him appreciate the fact that he calls a spade a spade. Makes interesting reading.

The AMERICAN ADVERTISER will not have a free list. It is one dollar a year—it is worth many times that price; but every subscription received in response to this advertisement before noon, March 1st, will be accepted at half price.

Fill out this coupon and send stamps or coin with it.

It saves you fifty cents.

The
A m -
erican
Adver-
tiser,
Tribune
Building,
New York.

Enclosed find
60 cts. for which
send me your
magazine for one
year, beginning
with the December
number, as per special
offer.

Name _____

Address _____

P. I. Write both very plainly.

SPHINX CLUB PROCEEDINGS.

The Sphinx Club of New York held its 69th dinner at the Waldorf-Astoria on the evening of January 10, 1905.

In the absence of President Daniels, Mr. Louis Wiley presided.

By request of the club, Mr. Arthur Frederick Sheldon, the President of the Sheldon School of Scientific Salesmanship, New York and Chicago, addressed the club on "The Science of Modern Business Building." The speakers that followed Mr. Sheldon, discussing the same subject, agreed largely with his theories and arguments, and it was the unanimous opinion of those present that the address was one of the ablest, most instructive and interesting ever delivered before the club. Mr. Sheldon's speech here follows:

Since I had the pleasure of being a guest here about a year ago, I have wondered, many times, why this club was called the Sphinx. It really seemed to me that the feast of reason and flow of soul in verbal expression, which I listened to that night, was anything but Sphinx like.

I have the honor to address you tonight, upon the subject, "The Science of Modern Business Building." My remarks will, of course, include the business getting part, as we must begin the building process, by the getting process.

We know that everything in this Twentieth Century is being reduced to a scientific basis. To-day we even have a science of agriculture, which is accountable, in a large degree, for the rapid strides during the last few years in the basic industry of our nation.

There are two divisions of the business world, first the making or manufacturing, and second, the distributing or selling division. The two departments are intimately related, and business building, as a science, extends back to the making division; it presupposes the making of honest goods.

There are two grand divisions of the selling world, as far as salesmanship is concerned, namely: Salesmanship by the written method, which is advertising, and salesmanship by the spoken word, that is, through personal salesmen.

Organizations like the Sphinx Club, are doing splendid work in the matter of reducing advertising to a scientific basis. You are searching for and gradually finding the basic laws, truths and principles which govern success in advertising. Some day these will be thoroughly correlated or organized, and then we will have a true science of advertising.

I think that more attention has been

paid in the past to the written method of salesmanship, than to the personal method, although the latter enters most vitally into the science of business building. My remarks shall bear, more particularly, upon salesmanship by the personal method, or the spoken word, although I hope you will find that some of the basic laws of success in business getting and business building by the personal method, apply with equal force to the written method of salesmanship.

True science must get down to fundamental principles and basic truths. We must get down to bed-rock, and to that end I shall ask and answer a few questions.

The first is, what is the object of commercial institutions? What are they in business for? The answer naturally is, to obtain trade, all the trade, all the custom, all the patronage which can be legitimately obtained.

The next question is: Upon what does trade rest? The answer is, it rests upon confidence. If I, as an individual, am seeking to do business with you on any proposition, enjoy your absolute confidence, the battle is half won. The same is true of institutions—the composite salesman. If the institution, as a whole, enjoys the confidence of the public, if the people believe its advertisements and believe the spoken word of its representatives, and through honest work in the making end of the business building in its product, the battle is half won. If a great magazine or newspaper of any kind once obtained the absolute confidence of the public, its battle is half won from the standpoint of subscriptions and advertising space. *Confidence is the basis of trade all the way through.* It is the foundation of our banking relations; it is the moral fiber of the whole commercial fabric. This is true alike with institution and individual. The retail clerk who gains the confidence of the customer, makes that customer the first link in an endless chain to bring more. A retail institution whose every clerk realizes this truth and utilizes it, becomes a great magnet that draws trade and builds business, and the same is true of every branch of business, wholesale, retail, specialty selling and promoting.

If our logic is correct thus far, the next question is, upon what does confidence depend? The answer is, it rests upon personality. By personality I mean much more than "good looks," as we shall shortly see. Institutions have personalities, as well as individuals. The personality of an institution is a composite thing. Just as the blending of many faces makes a photograph, so does the blending of personalities of every person connected with a business, make a composite personality. From this we see the responsibility resting upon everybody from the president down to the office boy.

The salesmen of the world are our commercial institutions, great and small, each is a composite salesman, and everybody from the president to the office boy, is a part of the institution, as a whole. That which the *whole* is striving for, or should be, is the sale of goods for profit, and that item of profit depends, more than many realize, upon

how well every one in that institution, from the lowest to the highest position, has done his or her work.

Since the confidence which magnetizes trade, rests upon personality, it should be the aim of every one connected with the institution, to make a conscious effort for the improvement of his personality.

This leads us to the question, upon what does personality depend? And the answer is, it rests upon two great foundation stones—first sterling character, and second health. Given an individual strong in character in the broad definition of that term, and with bodily health, and he will find that personality which begets confidence—which attracts trade.

But what do we mean by the word character? I mean much more than being good. I have known many goody-goody fellows who would not sell much advertising space or any goods in any line of business. As a matter of fact, they lack real character; for by character I mean that "Central magnetic force of real manhood and true womanhood which is born of the development of the positive faculties and qualities—mental, moral, spiritual and physical." Goodness is only a part of character. We take a long step in advance, when we realize that man's blessedness depends upon his wisdom. True goodness is but one element in wisdom. It is not the whole thing, by a long ways, for the confidence upon which trade rests, must extend not only to the *honesty and honor* of the individual or institution, but to the ability and staying power as well.

By health, the second foundation stone, upon which personality depends, I mean the harmonious conditions of the three divisions of man—mind, soul and body; or, if you prefer to put it that way, objective mentality, subjective mentality, and physical powers, which enables the physical organs to perform their functions properly, and which promotes the development of the positive faculties and qualities to a marked degree.

We are now getting pretty nearly down to bed-rock. We have traced trade to confidence; confidence to personality; personality to character and health, and now we find that all these are within the reach of every normal individual who truly desires progress and success, because we find that character and health rest upon the bed-rock of *true* education; with the emphasis on the true.

But let us be very careful with the definition of the word education. I am fully aware that this is a much mooted question and one which I should approach with deference, as it has been discussed by philosophers at all times; but it does seem to me that the definition which is most practical to us, as business men, as scientific business builders, is the following:

True education consists of two processes: First the educative process, the drawing out, training and developing of the latent faculties and qualities, mental, moral, spiritual and physical of the normal individual.

Second, true education is an *instruc-*

tive process, consisting of the filling in or *useful* knowledge.

Nothing is more certain than that permanent and increasing success depends upon true education—not necessarily collegiate education, as we find that many of our best business men are not college men. They are, however, truly educated from the standpoint of latent faculties and qualities having been "educated"—drawn out, and they have also, in the great school of life, filled in much useful knowledge—knowledge which they could use in their business from day to day. They have applied themselves more than the ordinary individual is willing to apply himself to the end of both the processes of education—education and instruction.

Our colleges are doing noble work from the educative standpoint of education, notably to the training or development of objective mentality; they train the mind to think. They also, from the instructive process, fill in much knowledge—knowledge which can be used by the business man in various ways to good advantage, but much less attention is paid to the educative process of either subjective mentality, which is most useful in business, or to the physical side of man's nature, than is paid to the educative training and development of the thinking powers.

As a matter of fact, what the modern business world wants, not only for business getting, but business building, is not the sharp, shrewd, tricky man, it wants all-round-men—men developed in mind, soul and body.

If you have followed me closely thus far, you will see that in the philosophy, which I humbly represent, there is nothing "Chadwickian." What we believe in, is permanent and increasing success; not in that counterfeit personality of the confidence man, which results in the sky rocket brand of success. We believe in the steady light of the fixed star in the firmament of business, rather than in the brilliancy of the meteor, which may illumine for a time, but which is soon destined to the darkness of oblivion. We believe that modern business building should adhere closely to natural laws and that the business destined to remain as a profit, and an honor to him who builds it, must be made to grow, even as God makes the oaks grow:

"A little stronger in every way,
Just a little stronger every day."

If then, permanent and increasing success in modern business building depends upon education in the true sense of the term, the question now is, what should be included in the education of the candidate for permanent and increasing success in modern business? What faculties and qualities should he seek to educt—draw out—and what useful knowledge should he fill in?

Is it not passing strange, when we pause long enough in the great seething, hurrying whirlpool of American commerce, to really think about it, that while all recognized professions and trades have their guiding literature, their standard systems of education, still the greatest profession in the whole world to-day, from the standpoint of numbers, enjoyed in it opportunity and remunera-

tion for the truly fit, has had no correlated literature; no guiding chart or compass in the way of a special system of education.

It is true that we have very able trade journals; our newspapers are complete with valuable knowledge for the business man. Good books have been written here and there upon special topics, but the general literature of business, is scant and insufficient, and the business man, whether a salesman or in any other branch of the business world, has had to obtain his useful knowledge in the great school of experience, the greatest school in all the world, no matter what the vocation may be, but, like all best things, the most expensive. Experience is the best teacher, but a very dear teacher. Indeed, except in cases of exceptional ability, or exceptional environment, about the time one has learned enough, depending upon the school of experience alone, to be truly successful, he is ready to die.

If the theory of the transmigration of souls is correct, he may get there all right in the next world, but he, as a rule, has paid dearly for his experience here.

There are four grand divisions of the selling world: wholesale, retail, specialty salesmanship and promoting, and it seems to me that there are basic laws underlying them all which, observed, will guide the worker in any of these four branches of the selling world, to success, not only in getting business, but in building it. It seems to me that we can have a chart and compass of true education to guide us on the great sea of American commerce, in which statistics prove about ninety per cent who have set sail in the past, have gone down to the financial death of failure—ninety per cent do not go into bankruptcy, but fully that number either go into bankruptcy or give up and go to work for some one else.

If true education would enable us to avoid the rocks upon which so many have foundered, the question is, what should enter into a system of education for a business career? First of all I would mention the science of self-development, or character building—an educative process of true education.

When scientific horticulture can make a white blackberry, a fadeless rose, a thornless Cactus upon which cattle may be fattened on what had been a barren desert, and can make a pear tree get busy and produce two crops of pears per year, instead of one, it is high time to call a halt upon people drifting listlessly down the stream of life, taking themselves as God made them, letting it go at that, not seeking by any conscious effort to cultivate, develop, educt—draw out—the talent in the form or natural faculties and qualities which God has given to every normal individual.

There is a great difference in the natural ability of men and women. We do not all come into the world with equal ability, by any manner of means, but there is less difference in the question of natural or inherited ability, than there is in the application and effort to train and develop natural powers.

As a matter of fact, every normal in-

dividual is a bundle of wonderful possibilities. He is all right, if he will just bring out the almighty alrightness.

The difficulty is in the seeming difference—lack of desire—and when we come to analyze this, we find, in many cases, that it is due to a hopefulness akin to despair. The individual has not stopped to analyze self and find that every normal individual possesses the germ, we might say root, of each of the positive faculties and qualities, from which, when developed, springs power.

The athlete, going into a contest, makes it his business to strengthen and develop, through scientific training, the qualities of strength, activity, endurance etc., upon which his success depends.

The candidate for success in the business world, goes into a battle every day. He needs to be in constant training and he needs to be fit, as Perkins says—"almighty fit." It is becoming more and more an age of the survival of the fittest, and only the truly fit can or will survive. There are two classes of people—one lives and the other exists. And those who live, must be fit and must be willing to pay the price of effort necessary to fitness.

Any one takes a long stride in progress, when he comes to a conscious realization of the trinity of his nature—mind, soul and body, or objective mentality, subjective mentality, and the physical, and that his power depends upon the training and development of the faculties and qualities of which these three divisions are composed.

When we come to classify faculties and qualities, we find there are just two kinds—first positive, second negative. The positive are the desirable and those which stand for power and proficiency. The negative constitutes our weak spots, the things which hinder power.

Let us briefly consider men from the standpoint of objective mentality. Let us mention four faculties which are valuable in business getting and business building.

First the intelligence: Every person has a certain amount of intelligence, and we all admit that, other things being equal, it is the most intelligent man who will win the best in business.

Now let us analyze intelligence. We find that all intelligence is built up through three processes, first apprehension, perception, that is the knowledge which we perceive through the five physical senses—seeing, hearing, feeling, tasting and smelling, every one of which senses we can train and develop to a higher degree of proficiency, if we really try.

The second process of intelligence, is judgment, and judgment is nothing under the sun but the comparing of two ideas. We often hear employers complain of the bad judgment of employees, but very few employers are able to tell their employees what judgment is and how they can cultivate it.

The man of poor judgment, simply acts impulsively without comparing ideas. If he knows how to compare ideas, and practices doing it, he can strengthen that faculty, as certainly as he can strengthen the muscle in the arm by exercise.

And the third process of intelligence

is reason, and reason is the comparing of the two judgments, to the end of arriving at a third judgment. Here we have a piece of soil—barren soil. It will not raise any crops at all, but irrigate, cultivate and fertilize it, and pretty soon it is raising good crops.

Here we have a piece of mental soil which seems to be almost barren of ideas, but irrigate it, cultivate and fertilize it through the educative and instructive process of education, and pretty soon it is raising crops of ideas all right.

And now let us consider, briefly, a second faculty of the objective mentality, namely: imagination.

The electric lights that illumine so brilliantly this beautiful banquet hall once existed only in the imagination of man. Some one imagined that electricity could be converted into light in this manner. He worked it out, through careful labor, and then his ideal was no longer an imaginative thing, it became a reality and of great commercial value to the world.

Our scientists are really our men of greatest imagination. Imagination is the power to reproduce, ideally, impressions stored away in the great subjective store house. It is the power to call up a past impression and go it one better—improve upon it.

Herbert Spencer tells us that the imaginative faculty is the most valuable of the human mind. It is certainly most practical in the work of modern business getting and business building. The employee, no matter how humble or how great; indeed the employer who goes along from day to-day, simply doing his duty with no power of imagination, the power to do things without being told, who is just a tread-mill man, who, never having known what the imaginative faculty is or how to use it, has never developed it, is never a progressive man, neither will he become very valuable to himself or anybody else. In doing his work, he should imagine how it can be done better than it is being done to-day. Then through intelligent effort, work out his theory, thus converting the imaginative into the real. Of course imagination must always be properly balanced by reason and judgment.

It is, moreover, a great generator of enthusiasm and initiative, two of the most valuable faculties of the progressive business builder.

The third objective mental faculty which the business builder should cultivate and develop, is that of remembrance, the faculty which, when developed, gives the good memory. The remembrance of faces, names, facts and figures is an important commercial asset. It may mean the difference between success and failure. When we master the law of concentration, and utilize the law of association of ideas, as an aid to concentration, there is no reason why we should not improve our faculty of remembrance—our ability to remember things.

The fourth objective mental faculty which I would mention, as a business getting and business building asset, is will—the lord and master of the whole mental tribe and kingdom. And what is will? It is nothing more or less than the power of choice and action. We

all have more or less of will power. Why not consciously, intelligently, scientifically, train and develop that particular mental faculty.

It is a mighty factor in the success of man. It is the man who thinks intelligently and acts, rather than the duffers who are always thinking a thing is all right, and feeling a thing is all right, but never acting, who get there with both feet and stay there when they get there. What we want all along the line of business institutions, from the president to the office boy, are men and women with the power of intelligent choice and action, developed to a marked degree—men and women who do it now and do it right.

Let us now consider, briefly, a few of the basic faculties of subjective mentality or the soul side of man, which are good commercial assets in business getting and business building. We will mention four: First faith, second ambition, third love, and fourth reverence.

The term subjective mentality, is synonymous with the word sensibilities. It is that part of our mental life, with which we feel in distinction, from that with which we think, imagine, remember and act. We feel emotions of faith, loyalty, courage, etc.; we do not think those things; and first of the quartet which I mentioned, is faith. Its negative is doubt. Doubt has killed more successes in the business world, than the armies of the world have killed men. The business getter and business builder must be a man of faith. It must be intelligent faith—faith born of knowledge, ripened into realization. It must be properly balanced by reason and judgment, but we must have faith. It is one of the great spiritual laws of success.

The next soul quality I mentioned, is ambition. To be of commercial value, it must be a laudable, reasonable ambition and it must be the real thing.

I recently noticed a cartoon in one of the daily papers; I think it originated in the fertile brain of McCutcheon, which greatly impressed me. It represented a young man in a park leaning against a tree, smoking a cigarette and saying languidly: "Gee, I wish I had a good job." Was he ambitious? No! At the very best, it was a milk and water brand of intellectual ambition. He was thinking ambition a little bit, but he didn't feel it. Ambition, true ambition, is soul-stuff. It is manufactured in the realm of the subjective. If we want to bag big game, in business and build business, we must shoot with the rifle of concentration, leaving the shot-gun of scatteration to the other fellow and then we must load that rifle with the powder of ambition, manufactured in the workshop of the soul. We must not ignore the good old-fashioned virtues of our forefathers and our foremothers, so called old fashioned, but which, thank God, will never get out of date.

And the third subjective, or soul faculty which I mentioned, was love. I use this term, of course, in the sense of brotherly kindness—a conception of the reality of the brotherhood of man. It is a wonderful business getter, as

well as business builder, when properly understood and applied.

"Tis love that makes the world go round."

The dove won the prize in Woodland, the kindly heart and honest thought competing with all other birds of the forest, and

The only thing that she could sing,
Was, love, love, love.

'Tis kind words that lubricate the wheels of the business world. Kind words can never die. They are worth their weight in gold, and it costs nothing to manufacture them, except a little self training and effort. Every employer, every employee, should realize this and each make it his effort to have a little sunshine factory of his own. Business is business, of course. There must be discipline and order in every institution. Authority must be recognized and there must be real authority, but if they are all working together for a common end; if each understands that from a purely selfish standpoint his ultimate good is best subserved by concentrated effort, we all soon realize that wonderful results can be accomplished along these lines of work.

The fourth soul faculty which I mentioned as a commercial asset in business getting and business building, is reverence. I am not talking from the standpoint of religion, but from the standpoint of commercialism. The true side of reverence is a great commercial asset. I refer not alone to reverence for the Infinite, but reverence for ideals, reverence for greater men who have gone before, striving to become more and more like them; not in the sense of hero worship, not bowing down to false gods, but there is a drawing and uplifting element in true reverence, which is wonderfully conducive to progress. The average young man or young woman is apt to be afflicted with the disease of "knowitallitis," which is fully dangerous from a standpoint of success, as appendicitis is to the body. It sometimes takes very severe operations to cure the difficulty. Truly, "a little learning is a dangerous thing," and verily there is a vast difference between knowledge and wisdom. Knowledge is proud that he has learned so much; wisdom is humble that he knows no more.

I recently had the pleasure of visiting that great institution—the National Cash Register Company, at Dayton, Ohio. It is one of the greatest organizations of its kind in the world, and the greatest in its particular line of business. One of its mottos is: "We are a part of all we have met." I asked the sales manager what was meant by the motto and he replied "Well, we have met you now, and you are a part of us. It is the same with anybody who visits the place from whom can be learned anything of practical value. We have visitors from all parts of the world. We invite their suggestions and proceed to adopt the things which are practical."

That institution succeeds because it is progressive, always willing to learn from anything or anybody who can teach it something, no matter how little.

Those who are proud that they have learned so much, having a little knowledge, but no wisdom, soon permit the

disease of "knowitallitis" to ripen into mental ossification, which is a most dangerous disease.

The human mind, to be truly progressive and eductive, must be a mental sponge, ready to receive and absorb the waters of knowledge from whatever direction they may flow.

Coming now to the body—or physical, let us mention four qualities which, it seems to me, every business getter and business builder should strive to cultivate. One is STRENGTH, another, SYMMETRY, another ACTIVITY, another ENDURANCE—the ability to stay in the game.

President Roosevelt is right; this is a strenuous life and we need these four basic bodily faculties. We each and all possess them to a greater or less degree. We can cultivate them to a higher and higher degree of proficiency, if we consciously and intelligently make the effort.

Health is indeed a commercial asset and it is governed by natural laws. If we disobey these laws, we must pay the penalty, and we should not whine about it.

It appeals to me very strongly, that an important part of every business man's education—the professional business man of the twentieth century, should be an understanding of the fundamental laws of health.

So much for the eductive process of the business builders of education. Let us now turn our attention to the inductive process.

What branches of knowledge are particularly desirable or useful to the business getter and business builder?

There are really four factors entering into every sales transaction, be it large or small, be it ribbons or railroads. The first is the salesman, and the eductive process of education applies especially to this factor. Make the man right and his work will take care of itself. When it comes to the customer, let us instruct ourselves fully in all the useful knowledge we can, pertaining to character reading—the ability to size people up. Other things being equal, it is the business man, either employer or employee, who is the keenest judge of human nature, who renders the best service, and eventually makes the most money. Much of this is to be learned in the school of experience, in the great old college of hard knocks, as Mr. Hubbard puts it, but it is a dangerous thing for us to turn our backs upon scientific research in any direction, in this progressive age.

The eyes are an open window to the soul. The face is an open book to him who knows how to read it, and there is much to be learned from the study of decided types, much which enables us to judge of the temperaments and motives of men. It is dangerous to handle the looker as we do the thinker, or the thinker as we do the looker. It is dangerous to handle the one in whom the intellect predominates, the same as we would handle the one in whom the sensibilities are the ruling factor.

The intuitional faculty, which might almost be termed spiritual judgment, is something which all possess to a greater or less degree, and which can be cultivated and brought to a higher and high-

er degree of proficiency. Our greatest business men are men of remarkable intuitional power. The intuitional faculty develops more and more as other positive faculties and qualities, mental, moral, spiritual and physical are developed.

And again from the *instructive* process of education, let us see to it that we become better and better logicians. Whether he has ever studied logic or not, every good advertisement writer is a logician and every really good personal salesman is a logician. There are born logicians and made logicians. It is a faculty which can be cultivated and developed. In business a little logic is worth a lot of talk. It is through logic that we learn of analysis and synthesis, both of which are very practical in business building. It is through analysis that we divide a thing into all its parts. The salesman should have his goods so thoroughly analyzed that he knows *all about* them, and there is so much in knowing *all* about one's work. It is not enough to stop with just simply the knowledge of the work one has to do, or the goods he has to sell, but many business men and salesmen stop a good ways short of even that.

Again there are many salesmen who do thoroughly analyze their goods, but who do not, through synthesis, logically present the points arrived at in the analysis.

It is one thing to know all about one's proposition, and it is quite another to logically present the points, no matter how good the points may be.

"Haphazard" has no good place in scientific business getting or business building. True salesmanship is the power to persuade others to purchase at a profit, that which is for sale, and logic enters most potently into the power of persuasion.

The advertisement writer should pay very careful attention to this particular feature, because of the value of space. The personal salesman does not need to be as careful or as sparing of words, as must the salesmen by the written method. The difference between the logical and illogical speaker or writer is just the difference between order and disorder, and order is one of nature's first laws. Great men and great institutions reflect nature's laws.

A practical knowledge of rhetoric, that is, the application of its principles consciously or unconsciously, is almost indispensable to the man of business. There are natural rhetoricisms, and there are those who have to acquire it. There are very poor rhetoricisms who succeed, but it does not follow from this that they would not be more successful if they did not murder the King's English. As an illustration:

I walked into a store recently and asked for the proprietor. The one of whom I inquired, said: "I haven't saw him lately." Of course we do not hear much of that sort of thing in the cultured East, but we hear a little of it everywhere in business, and a little of it is too much. Faulty English is a defect which everyone who can read and write can correct if he has the desire to do so and is willing to apply himself to the study.

And again from the *instructive* process of true education, I believe that

every modern business man should know something of the modern science of psychology. I say modern, advisedly, and I use the word psychology with a little trepidation in addressing you, being mindful of the fact that when I had the honor of being your guest about a year ago, one of the speakers referred to psychological schools as psychological fools. He did not mean it of course for he is one of the best psychologists that I know of. He applies the principles in his daily work. There is always such a thing as obeying the laws of nature consciously or unconsciously. It does seem to me that we are stronger when we obey them consciously.

We learn a valuable truth in psychology as soon as we realize that the mind of the customer is composed of three grand divisions. First the intellect, with which he thinks. Second the sensibilities with which he feels, and third, the will, which is the power of choice and action. That is psychology because it is truth pertaining to the human mind, but it is all mighty practical in business when we seek to sell anything, either by the written method or the spoken word.

We are aiming at the customer, his power or choice and action. We want him to choose to buy our goods and then act. There are just two channels to that human mind, one through the intellect and the other through the emotions, or, in other words, one through the head and the other through the heart. The salesman who pounds away at the head all the time and forgets the solar plexus of the heart, does not land as many knock-out blows, as the fellow who combines his tactics.

I know full well that business is business, but I also know there is more in business building than in business getting, and that the man or the institution who makes his customers, or the public, in general, not only think that his goods are all right, but *feel* that they are all right, the one who gets a hold of the heart strings of the people, is the one who is going to get there with both feet and stay there when he gets there.

There is one other simple fact in psychology which I shall take time to mention here to-night, and that is, the mental law of sale. This seems to me to be of great practical value to the business getter and the business builder.

There is a law which is as certain in the mental world of buying and selling, as is the law of gravitation in the physical world.

The Japanese—those indomitable little yellow men—advocates of the "Simple Life," after a long and bloody battle have captured the inner fort at Port Arthur, but before that inner fort surrendered, they had to capture several outlying posts. In the operation of the sale, there are three forts outside which must be captured before we capture the inner fort—the sale itself. The inner fort is the one we are really after. Fortress "Will"—the power of choice and action.

The customer must be made to choose to buy our goods, and then to act before the sale is made.

I do not refer to the influence of the human mind in any hypnotic sense; that would not be good business building,

even if it were possible; I do refer to intelligent persuasion, resulting in *intelligent* choice and action. I believe in the law of mutual benefit. I believe the interest of the buyer and the seller are mutual in scientific business building, but there are plenty of people, for instance, who do not want to buy advertising space, when it is really to their best interest to buy it. The same is true in every line. We have to persuade them. We have to influence the will, but whether we are seeking to capture fortress will through advertising, or by means of the spoken word, there are three outlying forts to capture, and the first one is Fortress Attention—the mental process of attention.

As Mr. Johnson has said in his able book: "Any one can call on a man and go away again," but that does not require salesmanship.

In our experience as business men, how many salesmen have called upon us and gone away again without ever really having secured our attention at all? And what is attention? It is that mental condition in which the mind of the listener is emptied of other thoughts, so that he is really attending to what the speaker is saying. Ability to secure attention, is the ability to "spill" thought. Unless we can capture the Fortress Attention, we can never capture Port Arthur—the will.

And the Fortress Attention captured, there is another which we will call, Fortress Interest, a mental process distinct from attention, although it is really prolonged attention, for attention properly sustained will change to interest. Our would-be-customer must become interested if he ever buys.

And the next is Desire. We must now capture Fortress Desire. The customer must *desire* that which is being offered for sale, and desire it more than he desires the money with which he will have to part in order to secure it. When desire becomes strong enough, our mental Port Arthur—the power of choice and action—the human will—surrenders.

Thus it will be clearly seen that we have a mental law of sale and it is this: *Attention, properly sustained, changes to interest; interest properly augmented, changes to desire, and desire properly intensified, changes to resolve to buy.* Then we see the other fellow has to buy. He cannot help himself. He buys in obedience to natural law.

Science is but organized knowledge, and as Herbert Spencer is back of me in this, I feel pretty safe in making the statement.

The science of successful salesmanship, and the science of business getting and business building, is but the organization of basic laws, truths and principles pertaining to business life.

Many branches of science have long entered into the making or manufacturing end of the business world, but when it comes to distributing or the selling end, we are just entering into the era when true science, basic knowledge, properly organized, is making itself felt. Such organizations as our own, are contributing much to that end.

We have the privilege of standing at

the threshold of the twentieth century. The nineteenth century was a record breaker in progress, but it wasn't "in it" with what the twentieth century is going to be. We are standing now in the very "gray of its early dawn," and as the light of science rises higher and higher and becomes brighter and brighter, we shall be able to work with more safety and certainty of success.

But speaking further of the filling-in process of true education—EDUCATION—from day to day, week by week, month by month and year by year, adding to his ever increasing fund of useful knowledge, it seems to me that the traveling salesman, the specialist on any line to the end of business building, should ask himself, after every sale that he makes, "is it a *good* sale?" He may have captured Port Arthur. He may have made the sale, but is it a *good* sale? He should remember that salesmanship is the sale of goods for profit—not merely disposing of them. He should remember that it is the "repeaters" that count. If he has made a bad sale through misrepresentation, etc., there is not going to be much future business in it. If we can only make the man on the funny line understand that and act accordingly. Indeed if we can only make all the advertisement writers understand it and act accordingly, we will have accomplished a great deal towards business building.

It is one thing to sell a bill of goods, and another thing to make that man sell that bill of goods to other people. I believe that the successful traveling man of the future, is going to be the one who will not only sell the bill of goods, but who will also so thoroughly understand the science of business building, that he will see to it that the merchant is helped in every way within his power, to dispose of those goods to others.

It is true that there are many bright merchants in the country.

A few who have the "get together habit"—who get their people together and instruct them how to sell this, that and the other thing, that they have bought from the ubiquitous drummer; but those of us who do not get into the country very often, are but little acquainted with the lamentable ignorance which prevails among the salesmen in many parts of the country.

Many merchants simply buy goods and wait for the public to buy them. They do not seem to know how to create a demand for the goods they have in stock. Many complain upon being "stuck" for this, that and the other bill of goods, setting it down as a "dead one" when the fault is really with themselves. Every salesman should make an effort to attract the attention of customers to this, that and the other. In most cases the customer merely buys. The salesmen, or rather, order-takers, do not sell them anything. The traveling man, as well as the merchant himself, should be an all-round business man. The age of "hot air," buying business with booze, etc., is a thing of the past.

The professional traveling salesman should be well informed on advertising, should study cost in relation to selling

price; should study methods of system in business, etc., etc. It is true that "Men must be taught, as if you taught them not,

And things unknown proposed as things forgot."

By new means do I advise that representatives of wholesale houses should dogmatically seek to teach their customers to do their business, but the tactful man can, indirectly, put buyers under great obligations to them by reason of improved methods in selling and of business in general, which they have passed along to the trade.

Among other things: while he is a salesman by the spoken word, he should understand the truth, which is, that advertising, the great written method of salesmanship, is the fire under the boilers of business. It is the thing which keeps things warm, and to do his best work, he should be a competent adviser in that branch of salesmanship.

Finally I would say that to his knowledge of character building, and character reading, and health building, business logic, practical rhetoric, business psychology, credits, advertising, system, costs, etc., the professional business builder must add to his store of knowledge and never forget some of the old-fashioned natural laws of success, which will never go out of date. The law of work—the law of hustle—is one of them, for genius is only knowledge intensified, and it is literally true that the reason most men do not accomplish more, is because they do not attempt more.

Energy and perseverance, both of which are crystalized in the law of hustle, is one of nature's first laws. We see a ceaseless activity in the minutest atom. We cannot ignore the laws of nature with impunity.

And coupled with the law of work, must go the law of faith. Faith is one of the great spiritual laws which has been thundering through the ages by a manifestation since time began, and yet there are so many who do not seem to know its full meaning.

There are so many in this world who look but do not see; who hear but do not understand, and there is a vast difference between looking and seeing, and between hearing and understanding.

Faith, from a commercial standpoint—the kind of faith that counts in business getting and business building, I would define as that soul-quality of uncertainty, born of knowledge, ripened into realization. If we would have faith, then, we must know. We must have knowledge, and that knowledge must be so thoroughly seasoned as to have ripened into wisdom. We must not only know things, but realize their truth and having gone thus far, we must act.

From a commercial standpoint there are five links in the golden chain of faith, and let us ever remember that no chain is stronger than its weakest link, and the first link in the chain in faith, is faith in God—faith in that supreme intelligence—the hand at the helm of the universe, that power that doeth all things well—the author of the natural laws of success—the source of truth.

And the second link is faith in self, born of a knowledge of self, born of a knowledge of a fact that we are bundles

of wonderful possibilities, that we are all right if we just educt—bring out—the all mighty all rightness.

And then comes faith in our fellow-men. Not the Mr. Easy Mark brand of faith; it must be faith seasoned by judgment and reason. But I pity the ever suspicious man—the man without the fire of faith is cold to himself and to all the world about him. Its negative is doubt—the art success destroyer.

And then comes faith in one's mind—faith in the work he has to do—faith in the reward which it is sure to bring, if he but does his work better than any one else can do it, and we may work with faith, the humblest as well as the greatest, for you cannot keep a good man down. Cream will rise to the top in obedience to a natural law.

And next, from the standpoint of the employee, comes faith in his employer. Let us, as employers, see to it that we are deserving of that faith.

When those five links in the chain of faith is each strong it is then that the words of the Master—the man who meant what he said, and said what he meant—and the man of no mistakes—became no longer a platitude, but a literal scientific statement of truth when he said: "According to your faith, be it unto you."

EL DORADO.

How delightful it would be to live in Advertisement Land; where pots and pans reflect only smiling faces and white-robed women emerge spotless from through trains; where all the shoes fit and the lamp chimneys never break; where the ink flows freely from the fountain pen and the doors of the book shelves never stick; where culinary and detergent operations can be performed in Paris gowns and the children are all happy and good natured; a land where cleanliness and godliness both come easy. There we find self-playing pianos, self-rising flour and cameras that require only the pressing of a button. Life there would be as lazy and luxurious as in tropical lands where, as we read, one has only to lie on his back in the shade all day and open his mouth at dinner time to let a ripe banana or a cocoanut drop in. There is no chance for the utopias of the socialists, so long as capitalism spreads before us such visions as these.—*The Independent*.

COMMA AND DEATH.

Value of the comma is shown by the following incident. An American firm recently sent an advertisement, which ran in this way, to a leading American paper: "I am now able to report that I am completely cured, after having been at the gates of death (.) through having taken only five bottles of your medicine." In the process of passing through the press, the comma in parenthesis was dropped. Next day, when the vendor of the patent medicine read his advertisement, he almost tore his hair with utter vexation. He immediately went down to his solicitor, talked soon to the tune of a big fee for a considerable space of time, and finally made up his mind to sue at law the offending and insulting newspaper.—*Advertising News, London*.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE FREE OF CHARGE
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The man in the advertisement marked No. 1 might be engaged in fish culture, physical culture or any other kind of culture. It is only the heading that identifies his particular brand of culture and therefore the picture can hardly be commended. The barrel might

enough experience to enable them to determine what will look well while used in various ways and printed in newspapers and magazines. The finest piece of work that ever was executed might be a perfect botch when used in an advertisement, and on the other hand a crude, hasty drawing may become a thing of beauty when reproduced and printed.



HORTICULTURE
 Make Your Spare Time Count
 by taking our
Correspondence Course
 in Horticulture under Prof. John Craig, of Cornell University. Treats of Vegetable Gardening, Fruit Growing, Floriculture and the Ornamentation of Grounds. We also offer a course in Modern Agriculture under Prof. Brooks, of Massachusetts Agricultural College. Full Commercial, Normal and Academic departments. Tuition nominal. Testbooks free to our students. Catalogue and particulars free.
 Write today.
THE HOME CORRESPONDENCE SCHOOLS,
 Dept. 65, Springfield, Mass.

No. 1

contain oysters instead of fruit. It is hard to say whether a man handling fruit is essential to this advertisement, but if he is, it is better to show him clearly as in No. 2. Whether the illustration of No. 1 was good or not cannot be determined from the reproduction, but it was probably a good drawing.

The average advertiser does not



HORTICULTURE
 A man in a hat and striped shirt stands next to a large barrel, holding a small object. The word "HORTICULTURE" is written in a stylized font above him.

No. 2

seem to understand that in securing illustrations something more is necessary than to find a man who can make a handsome drawing. There are plenty of artists who can do fine work, but there are comparatively few who have had

enough experience to enable them to determine what will look well while used in various ways and printed in newspapers and magazines. The finest piece of work that ever was executed might be a perfect botch when used in an advertisement, and on the other hand a crude, hasty drawing may become a thing of beauty when reproduced and printed.

The picture of the lady in the fan advertisement here reproduced is evidently a figure of a real person, and it might be considered libelous to remark upon her appearance or the taste of the person responsible for her selection for this particular purpose. As to the rest of the advertisement it can be truthfully said that while it presents a certain amount of neatness and tastefulness it is, nevertheless, very ill judged. It occupied a half page in a current magazine, and it is safe to say that the words "For My Valentine" were read,



For My Valentine
 For a Valentine, Wedding or Birthday Gift
 A fan will be most appropriate. Choose one assortment from Fans, Matching Valentine cards, refrigerator, mirror, soap and brushes. Send for my illustrated catalogue. I will select one for you. I will select one for you. I will select one for you.
FANS BY MAIL EXCLUSIVELY
CARMELITA FANS
 407 and 409 Fifth Avenue, New York

and that the rest of the advertisement was not read by ninety per cent of the people who saw it.

Small white letters on a black background are always bad, and this fact should be reiterated and emphasized until advertisers stop using white and black in this way. White and black often makes an excellent heading or tail piece, but is absolutely useless for any other purpose.

The Richardson Silk Company

of Chicago is using a half page magazine ad composed chiefly of a man and woman sitting on a sofa. The woman being depicted in the act of showing the man a very handsome sofa pillow. The man is making a desperate attempt to smile but the bluff will not go with the public, although it may fool the woman.

A man's idea of a pillow is a thing to lay his head on—or possibly his feet. A woman's idea of a pillow is something altogether different, and a picture showing a man in a state of delight because his home is enriched by another pillow which he must not touch is far from conclusive evidence that there could be such a man. Why drag a man in anyway? A picture of a woman in a state of rapture over a pillow would have been far better both as a picture and as an advertisement.

* * *

This advertisement of Dr. Oneal is certainly a good one. Both the copy and illustration are excellent, and the clear, clean-cut picture of



LET ME RESTORE YOUR SIGHT

I Have Succeeded Where All Others Failed

A n old and well-known physician came to me the other day afflicted with paralysis of the optic nerve, and asked to be put under my treatment. It developed he had been watching the progress of the cure of a woman likewise afflicted. He had always deemed the disease incurable, but when he saw my patient recovering her sight, he insisted on placing himself under treatment. I could tell you of thousands of cases like this. People from all over the world have sought my aid as a last resort, and have been cured. Your case is no worse—probably not as bad—as thousands I have cured. I will send you my book on Eye Diseases and advise you free of charge, if you write. Do this to-day. Address

OREN ONEAL, M. D., Suite 123, 52 Dearborn St., CHICAGO

the doctor has just enough white ink and around it to set it off strongly and make the advertisement an extremely attractive piece of arrangement and composition.

The craze of using the picture

of the advertiser may have some excuse when it comes to this class of advertising, as a person might wish to know what sort of a looking man he is to be cured by. When it comes to buying carpets or a gas stove the buyer doesn't care how the buyee looks.

Dr. Oneal is a distinguished exception, as his picture shows, and he may be pardoned if he likes to see himself in print.

A VALUABLE HELP.

STANDARD SANITARY MFG. CO.,
General Offices.

PITTSBURG, U. S. A., Jan. 18, 1905.

Editor of PRINTERS' INK:

Referring to yours of the 10th would say that we were pleased to receive your check for \$25, being fourth prize money in your recent contest.

The reports that we have received from the subscribers to your valued publication show that it is considered to be a valuable help to the parties receiving it.

Wishing you a continued success, we are,

Yours truly,

STANDARD SANITARY MFG. CO.,

E. F. Gregg, Adv. Mgr.

STORE MANAGEMENT.

W. W. HICKS & Co.,

Ready-Money Retailers of Dry Goods, Notions, Shoes, Groceries, etc.

DADEVILLE, ALA., Jan. 19, 1905.

Editor of PRINTERS' INK:

By all means revive "Store Management" by Chas. F. Jones or some other practical writer. A manager of a retail store needs all the help he can get on this line. He strikes difficult problems every day that he is on duty and he needs to be posted as to the best thing to do. "Store Management" by a sensible, practical man who knows how to manage would be of great help to the new manager and would not hurt some of the old ones. Revive it, please.

Yours truly,

W. W. HICKS.

JOHN J. STEPHENSON, PH. G.,

Pharmacist.

1880 Lexington Ave.,

NEW YORK, Jan. 18, 1905.

Editor of PRINTERS' INK:

I am in favor of your having a department of "Store Management" in PRINTERS' INK and I hope that you'll have enough requests from your readers to make you see your way clear to do so. I've been reading PRINTERS' INK for only a year but it has helped me in many and various ways.

The new department would bring it nearer home to me and doubtless many retailers think as I do.

Very truly yours,

JOHN J. STEPHENSON.

"Clear of the Bunch" is the title of a cheaply printed but creditable booklet from the Y. M. C. A. of New Brunswick, N. J.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

ABILENE, TEXAS, Jan. 4, 1905.
*The Printers' Ink Publishing Co., 10
 Spruce St., New York, N. Y.:*

GENTLEMEN—Enclosed I send you an ad; would like to have your criticism on same, and on the space that I occupy in this paper. This ad is changed weekly running different headings, but have been using the same border all the time.

With best wishes for a most prosperous year, I am, Truly yours,

EUGENE WOOD & Co.

P. S.—Would stock cuts pay to run in weekly paper? See one enclosed.

The ad accompanying this letter, which is reproduced below, is a shade better than the average insurance ad in spite of the fact that it is not exactly running over with information. It had an excellent position on the front page of the Abilene, Texas, *Daily Reporter*. In the original it is of good, strong typography, showing that even a country printer can sometimes down his desire to set each line in a different face, and confine himself to two styles of type. The headline is a strong and seasonable one and the psychological effect of the imperative "Go or phone to Eugene Wood & Co. for one of their policies" may be of some account.

But "The Ready Made Man" is something of a crank on the subject of printing prices, and believes that if protection to a certain amount for so many dollars per year or per five years had been offered, the ad would easily have been fifty per cent stronger. Anyhow this ad beats the printing of annual statements, by at least a mile, and Messrs. Wood & Co., might easily have done a great deal worse. As to stock cuts, they may serve as eye catchers, but the average stock cut as it appears in the average paper is well calculated to increase the consumption

of alcoholic stimulants. There are, of course, exceptions and it might be well worth while to correspond with the various dealers in stock cuts until you succeed in finding some that are well adapted to your business, and in which a few sharp, clear lines are made to represent something that does not belong in the puzzle column. Get good outline cuts or strong black silhouettes; the cross between these is something akin to a nightmare.

Mighty Bad Weather to be Burned Out
 Go or 'Phone to

EUGENE WOOD & CO.,

for one of their Policies. They protect you. Do It Now. They can also assist you if you want to buy or sell city or country property.

TRY THEM.

This Wholesaler's Ad, From the Bangor, Me., Daily Commercial, Because it's Just as Good for the Retailer. How Many of the Few Fish Dealers Who Advertise Ever Print an Interesting and Informative Ad Like This.

Finnan Haddie

Did you ever think when ordering Finnan Haddie that there was so much difference.

Boston Haddie are thin and dark colored and are made from Haddock that are too old to sell fresh, so are made into Haddie. Jones' Celebrated Haddie are made from Strictly Fresh Haddock that are caught off our Maine coast and are in the smoke house before they are twenty-four hours old.

You are Not getting Jones' Celebrated Haddie unless you find a tag attached to the nape of the fish as shown in the cut. Every Haddie that leaves our store is tagged.

For sale at retail by all first-class markets and grocers throughout the State, at 12 cents a pound.

ALFRED JONES' SONS,

Curers and Wholesale Dealers,

140 Broad St.,
 Bangor, Me.

*A Meat Argument, Based on Quality.
From the Bangor, Me., Daily Commercial.*

Cheap Meat is High at any Price

Some meat markets may sell you a good looking piece of meat for a few cents cheaper than it would cost you at a reliable market and you won't know until after you have tried to eat it that you have been deceived.

We offer you the best meats that can be bought anywhere—the best that money can buy. We guarantee it and charge a fair price, which is cheaper in the end. You cannot get something for nothing, especially in meats.

Send us your order for a nice Turkey, Duck, Squab, Roast of Beef or a piece of Venison for Sunday. We have everything in the market line that you can wish for.

A full line of this year's canned goods.

LYNCH'S MARKET,
204 Exchange St.,
Bangor Me.

Quite a batch of Christmas ads have lately come to this department for criticisms, but as such ads are not now seasonable and will not be so for nearly a year, reproductions and criticisms of them would occupy space which must be given to matter that is of more immediate benefit to PRINTERS' INK's readers. Therefore, all such matter has been placed on file for consideration at a more appropriate season.

Carriage Dealers Are Rarely Good Advertisers and Seldom Quote Prices. This Small Ad from the Grand Rapids, Mich., Evening Press, is an Exception to that Rule and Says a Great Deal in a Few Words.

For \$38

We sell a strictly high grade Delivery Wagon, finely finished in red body and yellow gear. This is an attractive, serviceable wagon, suitable for light delivery work. We have ten other styles.

ENOS & BRADFIELD,
Cor. S. Division and
Cherry Sts.

*Here's a Hint for Stove Dealers, Not
New Perhaps, But Good.*

A first class, finely equipped
six hole

Steel Range Set Up Complete in Your Home For \$24

It's the famed "Willard" make, and the size is extra large.

This is beyond the shadow of a doubt the greatest Range offer ever made in St. Joseph.

1,000 lbs. Of Coal Free

Anyone purchasing a Steel Range at the Enterprise any time during a week from the appearance of this advertisement will receive Absolutely Free 1,000 pounds of soft coal.

This offer is a means of introducing the newly restocked Enterprise Range Department—the largest section of its kind west of Chicago.

It is in this department, and this department only, you will find the complete lines of Steel Ranges made by the "Born," "Home Comfort," and "Never Fail" Range factories—concerns making more and finer Ranges than any others in the land.

ENTERPRISE
FURNITURE & CARPET
COMPANY,
St. Joseph, Mo.

*A Good Idea from the Washington,
D. C. Star.*

We Have an Emergency Plumbing Repair Service

Ready to respond at a minute's notice to remedy defective plumbing. You will like our work as well as our low prices.

HUTCHINSON & Mc-
CARTHY,
520 10th St., 'Phone 443.
Washington, D. C.

An ad school graduate who is having one of the inevitable "scraps" with the printer, and incidentally getting some experience that won't hurt him a bit, brings his troubles to this department, and calls for judgment as to the relative merits of the typography which he specified and that which the ad compositor produced without specifications. He sends several samples of each, and while the copy is very good in every case, the typography is not such as to command the admiration of Mr. De Vinne, Printers' Ink Johnston and other masters of the art. The manager of the paper in which these ads appeared is entirely wrong in questioning the right of the advertiser or his ad man to specify the types that are to be used; yet he may be, and probably is, quite correct in his assertion that the man at the case knows better how to handle types. It all depends upon the man at the case. The ad compositor who has sense enough to go in out of the rain ought not to be hampered by unnecessary instructions. He ought to be given an idea as to the general effect desired, by means of a dummy; to be shown which lines are to be displayed and to have very positive instructions not to use more than three different faces of type in any one ad—to get along with two as a rule. With rare exceptions, only the beginner attempts to indicate in just what size of type each line is to be set; and generally only the beginner assumes to know, to the line, how much a certain piece of copy will "make" in type. Give the printer the copy, with display lines marked for display; give him the size of the space; tell him to set the display lines in Schoeffer lower case and the body in Roman, or any other combination you may choose; tell him how much white space you want around the body of the ad, in "points" or fractions of an inch, and you won't go far wrong. Get what you want, of course; but get it without antagonizing him if you can, for he is able and willing to put your best efforts wholly to the bad, in spite of instructions, and still seem to

be trying to carry out your wishes. Nearly all the ads sent are in from five to seven different type faces, no three of which are even on speaking terms; and with little chunks of display all through the bodies, presumably for emphasis, the result is anything but harmonious.

This Guessing-scheme Ad from the Lynn, Mass., Evening Item Seems a Good One, But it Might Be Interesting to Know What the H. M. Hill Co. Sells.

Watch Given Away

We will give a lady's \$35 solid gold watch with a full jeweled Waltham movement to one guessing nearest the time the watch stops. At precisely noon to-day, Oct. 27, 1904, the watch was wound to its full tension, being set at precisely noon.

In the presence of three local business men, the watch, fully wound and running, was placed in the case. The case was wrapped in tissue paper and placed in a small box, the box was wrapped up and tied, and the package carefully sealed, so that it could not be disturbed without giving evidence of the fact, and was placed in the vault in the Item office.

The witnesses have volunteered to be present at the opening of the package containing the watch, after 4 p. m., Dec. 28, 1904, at which time the contest closes.

Conditions—Each and every one will be entitled to a guess with each purchase of 25 cents or more.

THE H. M. HILL CO.,

F. P. Conner, Mgr.
254 Union, Cor. Silsbee Sts.
Lynn, Mass.

One of Those Knock-down Price Arguments.

29c. For 100 2 gr. Quinine Pills

Is our price for the very best quality of genuine pills—these pills contain only pure quinine and are readily soluble.

CITY HALL PHARMACY,
159 Church St.,
New Haven, Conn.

*A Hay and Grain Ad That is Some-
what Out of the Ordinary.*

Are You Satisfied

with the grain and feed you buy? Do you put up with the treatment you receive without saying anything, though you feel like it? If not, we want your business because we offer you hay, grain, feed, etc., that are the best obtainable anywhere. You can depend down to a certainty on receiving from us precisely what you order—no doctoring of goods—no substitution. These are a few of the large, weighty reasons why we want your business and you need our service.

Buy oats that are clean.

MANUEL T. HATCH,
South Norwalk, Conn.

Will those who have lately sent marked copies of papers containing ads for criticism kindly send duplicates of such ads, clipped from the papers and mailed under letter postage. The heavy newspaper mail coming to this office daily makes it difficult if not impossible to distinguish and sort out such papers.

Good Ads Are Common in the Washington, Pa., Daily Reporter, But This Is An Uncommonly Good One For a Dentist.

That Missing Tooth

leaves a very disfiguring space in the mouth. Why not have a tooth inserted? It can be done without loss of time and without discomfort by our system of Painless Dentistry.

Our Artificial Teeth are perfect in appearance and use. They will perform all the functions of the natural teeth, last longer, look better and cause no pain. The quality is very high and the prices are moderate.

Full Sets of Teeth, \$5;
22-K Gold Crown, \$4; Bridge Work, \$4; Porcelain Crown, \$3; Gold Fillings, \$1; Silver Fillings, 50c.; Cleaning, 25c.

RED CROSS
PAINLESS DENTISTS,
93 South Main St.,
Washington, Pa.

A Sensible Argument for Any Dentist to Use. From the Washington, Pa., Daily Reporter.

The Teeth in Front

are the most conspicuous, but those further back are the most useful, so you want to save them all. This can generally be done if the visit to this office is not left until the eleventh hour. On the first sign of trouble, come here. Our system of dentistry is modern, and by our skillful treatment we can save teeth that would surely be lost if ordinary methods were used. Our prices are moderate.

Full Set of Teeth, \$5;
22-k. Gold Crowns, \$4;
Bridge Work, \$4; Porcelain Crowns, \$4; Gold Fillings, \$1; Silver Fillings, 50c.; Cleaning, 25c.

RED CROSS PAINLESS
DENTISTS,

93 S. Main Street,
Washington, Pa.

It's a Good Idea to Utilize a News Item in an Ad When it Can be Done to Advantage as in This Bank Ad from the Thomaston, Ga., Times.

Trunk Containing \$600 Was Burned in House

By Wire to the News,
Flowery Branch, Ga.,
Sept. 22.

The home of R. Bennet, a farmer living about one mile from here, was destroyed by fire yesterday afternoon at 3 o'clock.

The family were all in the field at the time, but got there in time to save a part of the furniture.

It is reported that there was \$600 in bills in a large black trunk, which was destroyed.

There was no insurance. The fire is supposed to have caught from the kitchen flue, as it originated in that part of the house.

Read this and think over it. If you deposit with us your money is protected against fire and thieves.

We give all accounts, large or small, our careful attention. We pay 4 per cent interest on saving deposits.

THE UPSON BANKING
AND TRUST CO.,
Thomaston, Ga.

*"Was Baby advertised in
COMFORT, Mamma?"*



The youngster's question was a perfectly natural one. ¶ Like thousands of others, he is accustomed to seeing his father and mother consult COMFORT'S advertising columns whenever anything is needed for the family and the home.

COMFORT

goes into One Million and A Quarter homes each and every month. ¶ You can reach more mail-order buyers through COMFORT than any other medium. ¶ Ask any Advertising Agent about COMFORT, or write to

W. H. GANNETT, Pub., Inc.

New York
707 Temple Court

AUGUSTA, MAINE

Chicago
1635 Marquette Bldg.